

## **Massachusetts Historical Society Communications Specialist**

The Massachusetts Historical Society, America's oldest historical society, is seeking a full time Communications Specialist to work with its Communications team.

**Purpose:** The Communications Specialist helps promote the Massachusetts Historical Society (MHS), manages and implements its social media strategy, and oversees electronic communications. The position works closely with the Assistant Director of Communications to implement an assortment of communications and marketing activities. The Communications Specialist is focused on creating written and multimedia content, managing the Society's social media presence and e-mail campaigns, and updating the MHS website with the overall goal of growing our audiences and keeping our supporters engaged. This is the ideal role for someone who is passionate about social media, graphic design, American history, and working collaboratively.

**Reporting Relationships:** This position reports to the Assistant Director of Communications.

**Schedule and Onsite/Offsite Work Expectations:** This is a full-time, 35 hour per week position, with most working hours during the Society's on-site business day. This position works primarily on-site at the MHS's Boston headquarters, with some remote work possible via discussion with the Assistant Director of Communications. Some flexibility in working hours in the early evenings is required around occasional weekday events.

All employees of the society are required to reside in New England as a condition of employment.

### **Major Responsibilities:**

- Manages daily administrative tasks to ensure the Communications Department runs smoothly.
- Under the direction of the Assistant Director of Communications, manages the Society's social media presence by creating compelling content (e.g.: videos, graphics, and brief stories) that can be shared across multiple platforms. Helps oversee social media content generated by other staff members. Assists with developing and managing new social media initiatives to increase engagement.
- Assists with e-communications using Constant Contact and Altru. Creates weekly e-mails promoting MHS news, programs, Member events, and special events. Collaborates with Development and Programming staff on e-communications including appeals, program notifications, program follow-ups, and event promotion.
- Maintains e-mail contact lists and implements procedures to ensure lists are clean. Oversees process to make sure other staff members are following best practices.
- Assists in the promotion of and registration processes for MHS programs, activities, and events.

- Assists in the graphic design and layout of marketing collateral.
- Creates website calendar listings for MHS events (includes Development, Programs, and special events). Updates other website content as needed.
- Helps ensure that all marketing materials adhere to MHS brand guidelines to maintain brand consistency.
- Tracks and reports user engagement for e-communications and social media posts.
- Serves as an occasional back-up for visitor services staff at the front desk, which includes welcoming and assisting guests and researchers, ensuring safety and security of visitors and collections by monitoring software, and answering telephone calls.
- Compliance with the Society's policies and procedures, including workplace safety and illness prevention, and willingness to model the Society's mission, vision, and values
- Other duties as assigned, temporarily or permanently

### **Requirements:**

#### **Education**

- Bachelor's Degree

#### **Experience**

- Minimum of 3 years' experience in a relevant professional position
- Experience preferred in a customer service, office, or related setting
- Demonstrated capabilities creating engaging and well-written social media posts
- Knowledge of and demonstrable experience using Adobe Creative Suite software
- Experience using content management systems to update website
- Experience managing individual and batch email communications
- Demonstrated experience managing social media content and calendars on a variety of platforms

#### **Skills**

- Energetic, flexible, collaborative, and proactive
- Excellent written, oral, interpersonal, and presentation skills
- Strong organizational skills with the ability to prioritize and multi-task
- Ability to act on and incorporate feedback
- Interest in American History and the work and mission of the Society
- Ability to evaluate primary source materials and willingness to research
- Ability to be detail-oriented and attentive to accuracy
- Ability to work collaboratively inside an organization
- High level of initiative and creativity
- Proficiency in Microsoft Office (Office 365, Outlook, Word, and Excel) and the Adobe Creative Suite

- Proficiency in social media platforms including Facebook, Instagram, X (Twitter), YouTube, Bluesky
- Strong proficiency in managing individual and batch email communications using Constant Contact or equivalent
- Basic knowledge of HTML and working with content management systems
- Interest in and ability to stay up to date on changes in the field, including trends and technical changes
- Basic knowledge of Altru, Raiser's Edge, or comparable fundraising software is preferred

**Travel:** Minimal

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**Application Procedure and Hiring Process:**

Please submit cover letter, resume, and three references along with relevant work samples in writing and/or design to the Assistant Director of Communications, Elena Rippel, at [erippel@masshist.org](mailto:erippel@masshist.org).

The MHS will accept applications on a rolling basis, but applications received by January 31, 2025 will be given preference.

**Compensation and Benefits:**

Annual salary: \$50,000.00-\$55,000.00/year, depending on experience.

Full-time employees are eligible for benefits on their first day of work. The MHS offers a generous benefits package including:

- Medical, dental, vision, life, and disability insurance
- Medical and dependent care flexible spending accounts
- Vacation starting at three weeks plus 12–14 holidays per year
- Unlimited sick time
- Retirement benefits with an employer match of up to 4%
- Pre-tax commuter benefits and a monthly public transportation incentive
- Reciprocal entrance to local education and cultural institutions

**Pre-Hire Requirements:**

MHS requires proof of a vaccination for COVID-19 for all employees. As part of its offer process, MHS will conduct a reference, education verification, and criminal background check for any finalist. We are not able to sponsor visas.

**Equal Opportunity Statement:**

Studies have shown that some applicants, including but not limited to those from marginalized backgrounds such as women and people of color, may refrain from applying for jobs unless they meet 100% of the stated qualifications. We encourage applicants to apply even if they do not meet every listed job requirement or have every required or preferred skill.

The MHS is an equal opportunity employer committed to hiring and maintaining a diverse workforce, in furtherance of our mission to tell all Americans' stories. Applicants of all backgrounds are encouraged to apply, regardless of sex, gender identity, race, ethnicity, national origin, religious affiliation, family status, or other protected status at state or federal law.

Applicants in need of accommodation in the application process may contact our HR Director, Erika Barrie, at [erikabarrie@masshist.org](mailto:erikabarrie@masshist.org) or 617-646-0581.