

Job Title:	Read House & Gardens Marketing and Events Coordinator	Job Category:	Non-exempt
Department/Group:	Read House & Gardens	Job Code/ Req#:	RH-220630-2
Location:	New Castle, DE	Travel Required:	No
Level/Salary Range:	\$42,000–\$46,000	Position Type:	Full-time
HR Contact:	Nidia Hoffman	Date Posted:	06/30/2022
Will Train Applicant(s):	Yes	Posting Expires:	7/22/2022
External Posting URL:			
Internal Posting URL:			
Applications Accepted By:			
Email: careers@dehistory.org Subject Line: Marketing and Events Coordinator		Please include résumé, cover letter, examples of past work, and 3 professional references.	
Job Description			
<p>ROLE OVERVIEW</p> <p>The Delaware Historical Society is seeking a dynamic and forward-thinking Marketing and Events Coordinator to join the core team of the Read House & Gardens (RH&G). The scope of the RH&G brand is both local and national, resting on more than a century of publicity in lifestyle and shelter publications. The Marketing and Events Coordinator is a key player in the current RH&G vision, which focuses on design to build empathy and critical-looking skills among diverse audiences.</p> <p>This individual will bring together three related functions: 1) help to tell a cohesive and compelling brand story for the Read House as a unique platform advancing the DHS mission; 2) provide the planning and coordination necessary to produce excellent RH&G events that grow our audiences; and 3) manage targeted RH&G retail operations that strategically reinforce visitor experience and audience development.</p> <p>The RH&G Marketing and Events Coordinator reports to the Director of the George Read II House & Gardens and works closely with the RH&G Curator of Education, as well as with communications and graphic design staff based at the main DHS offices in Wilmington.</p> <p>The successful candidate must demonstrate a history of excellence in producing public-facing content, as well as a commitment to inclusivity and to the work of making our museum assets open and accessible to a diverse audience.</p> <p>RESPONSIBILITIES</p> <p><u>Marketing/audience development:</u></p> <ul style="list-style-type: none"> • Manage and grow the RH&G brand through Instagram and Facebook, including high-quality content generation with support from a contracted photographer and content-knowledge support from relevant team members. 			

- Coordinate targeted email campaigns.
- Work with the Web and Digital Projects Manager to optimize and maintain the readhouseandgardens.org website and ensure appropriate RH&G visibility on the dehistory.org website.
- Work with RH&G and Wilmington-campus staff to assess, develop, and implement strategy for audience development.
- Monitor engagement analytics as well as the marketing efforts of comparable organizations.
- Research and manage paid marketing opportunities in coordination with the Director of Institutional Advancement.
- Cultivate productive relationships with tourism organizations.

Event coordination:

- Plan and coordinate the logistics of onsite and virtual events, including managing vendor relationships.
 - Scale of these events varies. Those requiring minimal input include virtual programs and partner-produced programs such as “Yoga in the Gardens.” Those requiring greater input include occasional donor cultivation events and special-interest programs involving catering (currently 1–2 per year). Primary focus during the fall months will be on a signature annual program known as *Read House & Gardens LIT for the Holidays*, which comprises an exhibition of up to 20 window displays by contemporary artists as well as an outdoor/indoor launch party with catered food and drink, holiday lights, music, etc., and multiple sponsors.
- Manage occasional garden venue rentals (typically weddings).

Merchandising:

- Manage RH&G retail operations, working with the Director and the Curator of Education to leverage the small RH&G museum store for the benefit of visitor experience, audience reach, and audience retention.
- Cultivate local artistic partnerships to maintain RH&G-branded merchandise.

Operations:

- Assist with other RH&G needs when needed, including but not limited to responding to general phone and email inquiries and attending to occasional maintenance of museum, reception, and staff areas.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Bachelor’s degree, preferably in marketing, communications, business, or a related field
- Minimum of one to two (1–2) years’ experience in digital marketing
- Demonstrated talent for visual storytelling
- Proven experience in social media marketing across a variety of platforms
- Demonstrated project organization skills and ability to manage detailed work reliably
- Mastery of written and verbal communication skills
- Ability to meet deadlines, ensure
- Ability to work within a team environment, including across departments and campuses

PREFERRED SKILLS

- Experience in event-planning and vendor-coordination
- Basic skills in photography, photo/video-editing, and graphic design (complex work in these areas is supported by other staff and contractors)

ADDITIONAL NOTES

Work Schedule:

35-hours per week. Monday–Friday, 9am–5pm. Occasional evening and weekend hours required.

Benefits:

DHS offers a competitive benefits package including medical, dental, vision, and life insurance; retirement account with contribution matching, and generous leave time.

Physical requirements:

- Must be able to navigate stairs in a large historic house and traverse uneven ground in the gardens.
- Must be able to adapt to high-pace environments, occasionally moving and/or lifting up to 25 lbs.
- Must be able to work in indoor and outdoor environments.
- Must be able to maintain regular, punctual attendance, including occasional evening and weekend hours as needed.

About the Organization

The Delaware Historical Society (DHS), founded in 1864, preserves, promotes, and shares Delaware’s history in a welcoming environment to educate, inspire, and empower people and communities. DHS is an independent, non-profit, non-government historical society founded in 1864. It stewards nine historic buildings, eight of which are in Wilmington and straddle the 500 block of Market Street. The ninth is the George Read II House & Gardens in Historic New Castle, situated adjacent to the First State National Historical Park and overlooking the Delaware River.

The Read House & Gardens (RH&G) comprises a 14,000-square-foot mansion built between 1797 and 1804 and formal gardens added in 1847–48. As an outstanding example of Philadelphia federal-style architecture, it was designated a National Historic Landmark—the highest level of significance—in 2017. George Read II was the first U.S. Attorney for Delaware, and his father was a signer of the Declaration of Independence and the Constitution, as well as a governor, U.S. senator, and chief justice in Delaware. Under the stewardship of Philip and Lydia Chichester Laird in the 20th century, the house and grounds became a noted example of colonial revival taste and appeared widely in lifestyle and design publications. The Delaware Historical Society assumed ownership of the site upon Lydia Laird’s death in 1975 and undertook a state-of-the-art restoration and furnishing campaign during the 1980s. The RH&G is now in the early stages of a major landscape renovation project to reimagine its 2.5 acres of historic grounds for the current and next generations.

Through experiential programming and collaborative initiatives in the decorative, fine, and performing arts as well as in horticulture, it serves as an inspiration and gathering place for people of many identities. Its public offerings invite onsite and remote audiences to deepen their reflection on the complex layers of history that remain present in contemporary society. The RH&G is situated within local, regional, national, and global historical narratives and continues to engage audiences on all four levels, including through frequent partnerships with artistic collaborators.