



VACANCY ANNOUNCEMENT – July 2019

MARKETING ADMINISTRATOR

KHS is seeking a dynamic, creative Marketing Administrator to join our Marketing Communications team. This person will be responsible for planning and coordinating all of KHS's marketing activities; maintaining KHS's brand integrity; counseling KHS teams on their marketing needs; and working closely with the KHS Communications Administrator to promote KHS's programming and services statewide. This person also works closely with the KHS Foundation to help them realize their fundraising goals. The goal is to advance KHS's position with relevant constituents, as well as to drive broader awareness and donor support for the organization and to promote the value of history.

DUTIES & RESPONSIBILITIES:

- Oversees the day-to-day activities of the marketing communications function including budgeting, planning and staff development.
- Counsels KHS staff about marketing goals and strategies that meet their unit's and KHS's goals.
- Oversees adherence to KHS branding policies and procedures.
- Evaluates results to ensure that all marketing objectives are met and are in line with the needs and mission of the organization.
- Supervises a part-time graphic designer as well as freelancers/vendors, volunteers, interns.
- Creates and/or maintains collaborative partnerships, both locally and statewide, to meet KHS marketing goals.
- Ensure collaboration across the organization in defining target markets, programs, products and outcomes.
- Coordinates closely and provides marketing support for the KHS Foundation's development efforts.
- Partners with the KHS Foundation in managing corporate marketing sponsorships
- Oversees development and implementation of special events that support KHS's mission and/or fundraising efforts.
- Assists in developing and implementing entrepreneurial activities that support KHS's mission and/or fundraising efforts.

QUALIFICATIONS:

- Supervisory - Minimum 2 years in a supervisory and leadership position
- Experience - Minimum 3 years professional experience working on an organization's marketing efforts (preferably non-profit or educational).
- Education - Bachelor's degree (minimum) in marketing, business administration, communications, advertising or related field.
- Communication - Ability to write and communicate effectively with staff, volunteers and outside vendors
- Design – Must have a keen sense of design and how it contributes to the communications effort, and be able to lead a graphic designer in developing attractive, effective marketing pieces.



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- Computer Skills – Basic Internet, word processing, database management, spreadsheets and email use. Knowledge of website and social media best practices. Knowledge of Creative Cloud assets helpful.
- Work Environment - Must be able to manage multiple projects from concept to completion. Must be willing to work some evening, weekends, and occasionally travel.
- Physical Demands – Must be able to lift materials of up to 25 lbs. Must be able to stand for long periods of time.

COMPETENCIES/BEHAVIOR DIMENSIONS:

- *Embrace KHS's Core Values:* Service, discovery, excellence, authenticity, stewardship
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- *Behave Ethically:* Understand ethical behavior and KHS Policies and Procedures, and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.
- *Communicate Effectively:* Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- *Creativity/Innovation:* Develop new and unique ways to improve operations of the organization and to create new opportunities.
- *Foster Teamwork:* Work cooperatively and effectively with others to set goals, resolve problem, and make decisions that enhance organizational effectiveness.
- *Lead:* Positively influence others to achieve results that are in the best interest of the KHS.
- *Make Decisions:* Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the KHS.
- *Organize:* Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
- *Solve Problems:* Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- *Build relationships:* Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the KHS.
- *Focus on client needs:* Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.

This person reports to the Director of Marketing Communications. This is an unclassified (non-merit) position pursuant to KRS 18A.115(1)(u). The annual salary for this position is \$44,778.96. This position has a regular work schedule of Monday thru Friday with a 37.5 hour work week. Interested applicants should submit a cover letter and current resume via email to khshr@ky.gov. No telephone calls accepted. Deadline for submissions is Friday, August 16, 2019.

The Kentucky Historical Society (KHS) is a dynamic, mission-driven membership organization dedicated to educating and engaging the public through Kentucky history in order to confront the challenges of the



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future. A state agency within the Tourism, Arts and Heritage Cabinet, we are fully accredited by the American Alliance of Museums.

KHS does not discriminate on the basis of race, color, religion, sex, national origin, sexual orientation or gender identity, ancestry, age, disability, political affiliation, genetic information, or veteran status in accordance with state and federal laws.