

Communications & Administrative Manager

Full-Time | Exempt | Benefits Eligible

Location: Ashland, The Henry Clay Estate – Lexington, KY

Reports to: Executive Director (with close collaboration across departments)

Position Overview

The Henry Clay Memorial Foundation seeks a highly organized and motivated Communications & Administrative Manager to support both the public voice and daily operations of Ashland, The Henry Clay Estate.

This is a role that combines external communications, marketing, and brand management with day-to-day administrative support responsibilities. It is ideal for someone who is eager to take initiative, learn, and grow within a mission-driven organization.

The successful candidate will be detail-oriented, proactive, and comfortable shifting between creative tasks and operational coordination. This position plays a key role in strengthening Ashland's public presence while ensuring smooth internal workflow across programs, events, development, and visitor services.

Key Responsibilities

Communications & Marketing

- Manage and execute Ashland's communications strategy across social media, promotional email, and website
- Create compelling content that promotes programs, events, tours, and institutional initiatives
- Maintain and update the organization's website (WordPress)
- Assist in drafting newsletters, promotional emails, and marketing materials
- Support branding consistency across platforms and materials
- Track basic marketing metrics and engagement data

Administrative & Operational Support

- Provide day-to-day administrative support to the Executive Director
- Oversee general office administration and daily workflow coordination
- Assist with internal systems and recordkeeping (CRM, shared drives, etc.)
- Coordinate external vendor relationships, including administrative oversight of Ashland's professional photography revenue stream

- Streamline internal processes and cross-departmental collaboration to improve efficiency

Who Will Thrive in This Role

- A self-starter who enjoys taking initiative and discovering ways to streamline processes
- Someone who enjoys both structure and creativity
- A fast learner who is comfortable figuring things out
- A highly organized individual who notices details others miss
- A mission-driven professional interested in history, education, civic engagement, or cultural institutions

Qualifications

- 1–3+ years of professional experience in communications, marketing, nonprofit administration, a related field, or equivalent demonstrated initiative and skill
- Strong writing and editing skills
- Ability to manage multiple projects and deadlines independently
- Comfort with social media and email marketing platforms
- Strong organizational and time-management skills

Preferred Skills

- Proficiency in Microsoft Office
- Basic graphic design (Canva)
- Familiarity with CRM systems (e.g., HubSpot, Salesforce, Bloomerang)
- Budget tracking or light financial administrative experience

Compensation & Benefits

- Salary range: \$40,000–\$45,000, commensurate with experience
- Health benefits
- Paid time off and holidays
- Professional development opportunities
- Opportunity for growth as the organization continues to expand its programming and institutional infrastructure

About the Henry Clay Memorial Foundation

The Henry Clay Memorial Foundation owns and operates Ashland, The Henry Clay Estate, a National Historic Landmark and beloved community site in Lexington, Kentucky. As the organization approaches its second century, Ashland is expanding its work in civic engagement, education, preservation, and community programming. This is an exciting period of growth and evolution, and this role will contribute directly to the next chapter of the institution.

Mission and Vision Statement

To foster reflection, dialogue, and a deeper understanding of our shared history, the Henry Clay Memorial Foundation preserves Ashland and its grounds as a National Historic Landmark; interprets Henry Clay's legacy as a great statesman and scientific farmer; and commemorates the lives of the people enslaved at Ashland.

Core Values

Preservation

We preserve Ashland's history. Artifacts, and grounds, ensuring public access for reflection and quiet enjoyment while maintaining our commitment to historic and environmental conservation.

Civic Engagement & Education

Ashland offers adoptable programs in civics, humanities, and sciences, promoting inquiry and critical thinking. Our diverse curricula, from exhibitions to environmental projects, support learning for all ages.

Connectivity

Ashland serves as a hub for civic discourse, connecting organizations and leaders through events and partnerships, and fostering regional learning and progress.

