

## **Position Description Engagement Officer**

The primary objective of this position is to connect the organization to audiences and manage resources that will facilitate realization of the mission. Specific responsibilities include communication strategy development and enactment; advocacy; and long-range planning in support of DH's strategic plan.

### **Individual Responsibilities**

- Develops an active online presence for Delaware Humanities utilizing website and social media tools.
- Manages e-mail marketing system and oversees the organization's communications database.
- Develops marketing plan.
- Designs basic print and online collateral, including program postcards, short publications, and event invitations and signage, that promote Delaware Humanities, its programs and projects as communicated by supervising staff.
- Manages basic media relations, including writing press releases and statements, maintaining media lists, and collecting media mentions; identifies and establishes partnerships with constituency groups for targeted program marketing; evaluates efficacy of strategies and adjusts as necessary.
- Coordinates internal staff communications calendar.
- Works with Executive Director and other key staff members to identify and expand new audiences in areas outlined by the strategic plan.
- With Executive Director and staff develops annual report.
- Assists Executive Director in developing written advocacy and fund development materials and in articulating the mission and successes of the organization for policymakers, supporters, and funders.
- Works with vendors, including website developers, graphic designers, and print companies.
- Edits communications materials written by staff and ensures all communications adhere to the Delaware Humanities style guide.
- Works with staff to execute special programs and events, including developing communications, promoting the event, and if needed taking photographs.
- Assists in general duties as directed.

### **Qualifications:**

- 2-3 years of experience in communications or a related field.
- Superior written and oral communication skills.

- Experience identifying and developing audiences and developing effective outreach campaigns (such as event promotion, advocacy, fundraising, product launch, etc.) with measurably effective results.
- Demonstrated proficiency with WordPress Content Management System.
- Demonstrated proficiency with Photoshop, InDesign, Illustrator, Canva or other graphic design tools.
- Proficient in using Constant Contact or other similar email marketing platform.
- Proficient in using and managing social media platforms, including Facebook, LinkedIn and Instagram.
- Strong networking and relationship management skills.
- Ability to manage timelines and content needs for print and mailing deadlines, as well as ability to maintain consistent communications routines.
- Ability to edit the work of others, to engage with the work to draw out essential ideas, expressed with clarity and conciseness.
- Ability to work independently as well as in collaboration.

**Compensation and Benefits**

This is a full-time salaried position. Compensation will be competitive with similar positions in the Greater Wilmington area. The benefits include health insurance, paid vacation time, and 403(b) retirement plan.

**To Apply**

Please send letter of interest and resume to [info@dehumanities.org](mailto:info@dehumanities.org) with "Engagement Officer" in subject line. No phone calls please.

This position will remain open until an offer has been accepted. Candidates will be contacted for further consideration. Work examples will be requested if selected for interview. Finalists will be given an advertising prompt to prepare and present a response.