



Events and Marketing Manager

Reports To: Vice President

Direct Reports: Events and Marketing Intern

The Ramsey County Historical Society is seeking a talented individual to be part of our team for the role of Events and Marketing Manager. The candidate will lead and program all events, virtual and in-person, along with leading marketing that will include social media and content creation for multiple platforms and design for other departments within the organization. RCHS understands that not all candidates will meet all the requirements of this role. If you feel you are a good fit and can adapt or learn skills, please apply.

RCHS's mission, values, land acknowledgement statement, and equity and inclusion statement are all included in the "RCHS Commitment to DEAI" document. Applicants are encouraged to review this document before/during their application process. RCHS is strongly committed to equity and was one of the first 51 museums in the country to complete the nation-wide Facing Change program by the American Alliance of Museums. BIPOC individuals comprise approximately 30% of the board of directors and BIPOC candidates are strongly encouraged to apply.

- Full time, regular, exempt, 40 hours/week, Monday-Friday, 9 am-5 pm, occasional evening and weekend work required (with flex time) -- depending on events
- This is a hybrid position, minimum of 3 days onsite at the RCHS office (Landmark Center), 2 remote
- Wage: \$50,000-53,000
- Benefits: Health & Dental, Health Savings Account, Life Insurance, Sick & Safety Leave, Vacation, eligible for retirement plan after one year of employment, work-provided laptop, parking allowance.

Responsibilities

Events – RCHS hosts and produces approximately 12-16 events in a year, along with other the Ethel Stewart Luncheon, Kunz Awards, and Gala for Gibbs

- Lead RCHS staff in onsite events and event needs, including promotion and marketing of events, administrative support, documentation, distribution of promotional materials and surveys at events
- Work with Vice President to program, produce, and lead RCHS staff at scheduled History Revealed and other RCHS events
- Direct and manage guest speakers, along with contracting all vendors, speakers, etc.

- Host virtual events and follow up on virtual events – surveys to gather data, upload recordings to RCHS YouTube channel using proper practices to ensure optimal SEO, etc.
- Be in attendance of in-person events for set up and tear down
- Set up Zoom/virtual platform for streaming of in-person events
- Capture content during events for social media
- Post content during events (for all social media platforms that RCHS uses)
- Establish and maintain relationships with vendors and venues
- Manage and maintain invitations and mailing lists for events
- Maintain budget for events
- Manage and maintain volunteers for Ramsey County Courthouse and Union Depot Tours

Marketing

- Work in collaboration with Vice President on a social media calendar and content calendar to generate content for all social media platforms that RCHS utilizes
- Collaborate with RCHS staff on content generation and production and ensure consistent use of RCHS' branding and organizational voice
- Assist in drafting, posting, and monitoring social media accounts (Facebook, Instagram, TikTok, YouTube)
- Create and update social media calendars to promote RCHS events, publications, and cross promote Gibbs Farm activities
- Develop creative ideas on how to engage and increase membership numbers with Development Department
- Monitor social media engagement and record analytics for reporting
- Respond and monitor comments and DMs on social media platforms and events email channel
- Ensure brand standards (visual and messaging) are consistent across the organization and by program
- Identify opportunities and needs for paid promotions
- Forecast and identify trends and challenges

Communications

- Update and edit the RCHS website
- Upload content to RCHS website
- Compose and create content for monthly e-newsletter and management of mailing lists
- Support the Vice President with media relations tasks such as writing and distributing press releases, media advisories, and briefings/talking points
- May assist with developing and updating targeted media distribution lists

Design (Design platform provided by RCHS at request)

- Create compelling graphics and visual assets to share across social channels
- Work with staff in designing visual assets for exhibits, events, publications, podcast, and other items as assigned

Other

- Participate in staff, Board, relevant program, and department meetings and events
- Participate in professional development opportunities and activities

Direct Report Tasks

- Manage and delegate work to Events and Marketing Intern
- Manage timecard of Events and Marketing Intern
- Provide feedback and/or internship surveys to Vice President/College Internship Programs

Minimum Qualifications:

RGHS is looking for a candidate that has the capacity to bring in new ideas to innovate this role as well as streamline processes that have already been established.

- Bachelor's degree in marketing and/or event management or equivalent work experience (3-5 years)
- Experience in creating compelling content for all social media platforms
- Design experience on digital platforms
- Understanding social media analytic measurements
- Understanding of virtual platforms for event hosting, i.e. Zoom, Microsoft Teams, etc.
- Excellent verbal and written communication skills
- Ability to handle a flexible work schedule based on workload
- Experience writing and editing for target audiences
- Experience drafting and circulating press releases
- Proficiency with social media platforms and WordPress
- Excellent time management
- Critical thinking skills
- Self-starter

Desired Qualifications

- Technical knowledge on recording devices (audio and visual)
- Podcast production
- DSLR camera
- Event hosting
- Demonstrated commitment to diversity, equity, accessibility, inclusion
- Experience in working in collaboration with others in a team environment
- Sound board for live events

These projects will primarily be completed remotely and at 323 Landmark Center, 75 W. 5th St. St. Paul, Minnesota, 55102, 651-222-0701.

Confidentiality Agreement

Respecting the privacy of our clients, donors, members, staff, volunteers and of the Ramsey County Historical Society itself is a basic value of RCHS. Personal information, financial information, and organizational plans that are not yet public is confidential and should not be disclosed or discussed with anyone outside of the organization. Employees, volunteers, and board members of RCHS may be exposed to information which is confidential and/or privileged and proprietary in nature. It is the policy of RCHS that such information must be kept confidential both during and after employment or volunteer service. Staff and volunteers, including board members, are expected to return materials containing privileged or confidential information at the time of separation from employment or expiration of service. Unauthorized disclosure of confidential or privileged information is a serious violation of this policy and will subject the person(s) who made the unauthorized disclosure to appropriate discipline, including removal/dismissal.

Diversity, Equity, Accessibility, & Inclusion

RCHS is committed to ensuring it preserves and presents our county's history. As we continue our work to incorporate more culturally diverse histories, we have made a commitment to diversity, equity, accessibility, and inclusion that is based on this core idea: RCHS exists serve ALL who call Ramsey County home. To learn more, please see <https://rchs.com/about/deai-statements/>.

Acknowledging this Sacred Dakota Land

Mnisóta Makhóche, the land where the waters are so clear they reflect the clouds, extends beyond the modern borders of Minnesota and is the ancestral and contemporary homeland of the Dakhóta (Dakota) people. It is also home to the Anishinaabe and other Indigenous peoples, all who make up a vibrant community in Mnisóta Makhóche. The Ramsey County Historical Society acknowledges that its sites are located on and benefit from these sacred Dakota lands.

RCHS is committed to preserving our past, informing our present, and inspiring our future. Part of doing so is acknowledging the painful history and current challenges facing the Dakota people just as we celebrate the contributions of Dakota and other Indigenous peoples.

Find our full Land Acknowledgment Statement on our website, <https://rchs.com/about/land-acknowledgement-statement/>. This full statement includes actionable ways in which Ramsey County Historical Society pledges to honor the Dakota and other Indigenous peoples of Mnisóta Makhóche

To Apply: Send a cover letter explaining why you would like to work with Ramsey County Historical Society, a recent resume, and three references to Youa Vang at youa@rchs.com. References will only be contacted for final candidates for this role. This position is open until Tuesday, April 30th, 2024.