

**HISTORIC FORD ESTATES
JOB DESCRIPTION**

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| Position Title: Communications & Community Outreach Specialist | Depart: Communications | March 2018 |
| Reports To: VP Communications | Salary Grade: | Status: Exempt |

Basic Purpose:

To assist the Communications Department in increasing awareness of the Historic Ford Estates (Edsel & Eleanor Ford House and Fair Lane, Home of Clara & Henry Ford), including collateral materials; media relations; community relations and outreach; promotions and digital communication support. The candidate will work with the VP of Communications in using a variety of vehicles and tools to reach a broad and diverse audience to communicate programs, events, tours, exhibits and projects of the Historic Ford Estates.

The ideal candidate is enthusiastic about all aspects of communications, story development, promotions and community outreach. He or she will be a strong writer, trend spotter and creative brainstormer, who isn't afraid to share ideas and/or expand and enhance ideas from others. Experience working with a consumer brand, museum, or other nonprofit is preferred. Previous experience in an agency setting is a plus. The candidate will demonstrate the ability to write, edit and proofread to create high quality internal and external communications content. He or she will have a passion for a broad range of communication vehicles for reaching a broad and diverse audience.

Responsibilities/Duties:

Collateral Material Development

- Assists with collateral development, including writing professional, high quality copy with clear and concise messaging for brochures, invitations, fliers, advertising materials, signage and banners.
- Works with graphic designers, printers and fulfillment houses to produce materials according to specifications and in a timely manner.

Media Relations

- Works with the VP of Communications and outside consultants in ensuring that the Historic Ford Estates receive wide media coverage of projects, programs, events, exhibits, etc. and is portrayed in the media in a positive manner that accurately reflects the mission and values of the organization.
- Actively develops and maintains good working relationships with members of the media and handles routine media inquiries.
- Performs a variety of tasks including writing press releases, preparing media packets, and maintaining files of press clippings and other media materials related to Ford House and Fair Lane.

Community Relations

- Participates in outreach efforts to community groups, organizations and individuals.
- Assists in identifying opportunities and partnerships that will enhance The Historic Ford Estates' presence and engagement in the community.
- Assists, as needed, in Estate-sponsored receptions, dinners and other promotional events.
- Represents the Estates at meetings of cultural, non-profit, or business organizations and at a variety of community events and activities as needed.
- Fosters and maintains a wide network of contacts with marketing and public relations counterparts at cultural organizations and other community organizations.

On Line Communications

- Assists Digital Marketing Manager with content and photo updates to Historic Ford Estate web sites, community calendars, blogs, and other on line outlets as assigned.
- Assists with social media photography and posts.
- Learns online systems used by Historic Ford Estates, including web based ticketing, email and survey systems to provide support as needed.

Knowledge, Skills, and Abilities:

- A Bachelor's degree in communications, marketing, advertising, English or a related field.
- Three years of professional experience in advertising, public relations, online marketing or a similar field.
- Excellent working knowledge of Microsoft Office products including Word, Excel, and Power Point. Familiarity with both PC and MAC programs and applications is a plus. Working knowledge of digital and social media communications. Familiarity with photo editing, movie making, and graphic editing programs a plus.
- Outstanding written and verbal communication skills including strong proofreading skills, attention to detail, public speaking in front of large groups, and persuasive writing and speaking skills.
- Demonstrated ability to prioritize and organize work effectively and handle multiple projects simultaneously while meeting deadlines. Thrive in a deadline or goal-driven environment.
- Ability to work within a team environment to keep communication messages consistent with overall organizational messaging goals.
- Initiative, good judgment and the ability to work well independently are required.
- Ability to measure the impact of work completed and to discuss its relevance in a meaningful way.
- Accountability and driven to succeed and produce results.
- Careful and consistent attention to detail.
- Ability to work with limited information and problem solve.
- Ability to work a flexible schedule.

How to Apply

Submit cover letter, resume' with salary history and requirements to jobsearch@fordhouse.org. Please indicate Communications Specialist in subject line.