



Historic Oakland Foundation (HOF) is a 501(c)3 nonprofit founded in 1976 as the “friends of” group for historic Oakland Cemetery. Our mission is to partner with the City of Atlanta to preserve, restore, enhance, and share Oakland Cemetery with the public as an important resource and an island of tranquility in the heart of the city. Oakland Cemetery is a garden oasis, historical repository, cultural resource, leader in restoration, and a southern cultural entity. Learn more at [oaklandcemetery.com](http://oaklandcemetery.com).

HOF is accepting applications for the position of **Marketing Coordinator**.

### **Responsibilities & Duties:**

HOF is looking for a creative, detail-oriented marketer to help tell the story of historic Oakland Cemetery. The marketing coordinator will work with the marketing manager to expand awareness and support of the historic site and of Historic Oakland Foundation’s work to preserve, restore, enhance, and share it. The marketing coordinator will plan, implement, and track social media and email campaigns in support of brand awareness, events, donor acquisition, and other efforts. The strongest candidates will be familiar with Oakland Cemetery and with the history of Atlanta and will be able to provide samples from past professional work and will conduct all work through the lens of elevating diversity, equity, inclusion, and access (DEIA).

#### Social media marketing

- Works with the marketing manager to plan, implement, and track social media campaigns.
- Develops an understanding of Historic Oakland Foundation’s audiences and uses that knowledge to help create original, engaging, and brand-appropriate social media content with a storytelling lens.
- Monitors the Foundation’s social media channels and responds to comments and messages.
- Helps plan, create and track paid social media advertising campaigns.
- Measures and reports performance of social media campaigns, and assesses against goals.
- Stays current on new developments in social media technologies and trends and shares insights.

#### Digital marketing

- Works with the marketing manager to design and implement compelling email marketing campaigns.
- Helps track and analyze email marketing campaign results.
- Maintains email marketing contact list.
- Helps create and implement relevant triggered and automated campaigns.

#### Additional marketing activities

- Assists in proofreading marketing materials.
- Assists in updating content on the Foundation’s website.
- Provides occasional on-site assistance with special events and staffing, which may fall on evenings and weekends.
- Performs additional duties as assigned.

**Required Qualifications:**

- One to three years' experience as a marketing coordinator or social media coordinator.

**Desired Competencies:**

- Knowledge of social media marketing and email marketing best practices.
- Excellent writing, editing, and proofreading skills.
- Understanding of current industry trends.
- Experience using and interpreting marketing analytics.
- Proficiency in WordPress, Adobe Creative Suite, MailChimp, and Microsoft Office.
- Strong photography and videography skills.
- Basic knowledge of graphic design.
- Basic knowledge of html.
- Nonprofit experience, preferably at a museum or historic site.

**Desired Characteristics:**

- Strong organizational skills and the ability to multitask, meet deadlines and carry out long-range planning.
- Strong interpersonal skills and the ability to work with a diverse group of professionals.
- Flexible and works well under pressure and deadlines.

**To Apply:**

Interested applicants should email their letter of interest, resume and three examples of their professional work (or a link to an online portfolio) to [awynne@oaklandcemetery.com](mailto:awynne@oaklandcemetery.com). No telephone inquiries, please.

**Position Classification:**

This position is part-time or short-term contract with the option of becoming full-time beginning in 2023. Compensation is \$18/hour or contract equivalent.

**Benefits:** Part-time employees are eligible for paid time off (PTO) based on their part-time hours as a percentage of 40 hours. Part-time employees also are eligible for approved holidays that fall on their scheduled workdays. Part-time employees are not eligible for medical insurance benefits; however, their part-time service will be counted toward their probation period should they become a full-time employee..

**Work remotely:**

HOF staff will work remotely until construction of a new Visitors Center is complete in mid/late 2023. The person in this role must be able to work from home as well as be available for on-site meetings, as needed. Employees may occasionally lift boxes and equipment up to 15 pounds.

**Additional Information:**

The statements contained in this position description are not necessarily all-inclusive; additional duties and responsibilities may be assigned, and requirements may vary from time to time.

Professional business references and a background check will be required for all final applicants selected for a position. In accepting a position, it is understood that continued employment is contingent upon a satisfactory background check. A satisfactory background check is the absence of a criminal record that bears a demonstrable relationship to the applicant/employee's suitability to perform the required duties and responsibilities of the position.

Historic Oakland Foundation is committed to providing equal employment opportunity to all applicants and employees in full compliance with all state, federal, and local laws prohibiting discrimination on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, genetic information, age, disability, or any other status protected by applicable law.

Historic Oakland Foundation is not currently accepting resumes from agencies for this position.