COMMUNICATIONS MANAGER (FULL-TIME / NON EXEMPT) $41,000-$48,000

ORGANIZATION BACKGROUND
Harriet Beecher Stowe (1811-1896) is an enduring model for prompting positive social change. A literary activist who wrote in support of women’s rights, sustainable household economics, and anti-slavery, Stowe used the emotional strength of writing to foster empathy and ignite action. However, her best-selling anti-slavery novel *Uncle Tom’s Cabin* is complicated and controversial. Although the story galvanized public sentiment in support of abolition, over time “Uncle Tom” has become a term for race traitor. At the Stowe Center we lean into the complicated to better understand our present moment because the inequities Stowe wrote about persist. Insight drawn from history (using primary historical documents) to explore contemporary issues is the foundation for the Stowe Center’s programming.

The Harriet Beecher Stowe Center preserves and interprets Stowe’s Hartford home and the Center’s historic collections, promotes vibrant discussion of her life and work, and inspires commitment to social justice and positive change.

Stowe’s 1871 home is a National Historic Landmark and the Stowe Center is accredited by the American Alliance of Museums.

Learn more about the Stowe Center at [https://www.harrietbeecherstowecenter.org/](https://www.harrietbeecherstowecenter.org/)

*The Stowe Center is committed to affirmative action, equal opportunity, and the diversity of its staff. The Harriet Beecher Stowe Center is an equal opportunity employer. Women, members of protected classes, and individuals with disabilities are encouraged to apply.*

JOB DESCRIPTION
The Communications Manager reports to the Executive Director and works closely with the Management Team to advance and maintain the Harriet Beecher Stowe Center brand by promoting its mission, collections, programs, and events through public relations, marketing, and outreach efforts. In a cooperative, dynamic working place, the Marketing Manager will generate creative plans to increase public understanding of the Stowe Center’s mission, the connection between Stowe’s historic content and contemporary issues, and Stowe’s importance to the abolition of slavery and as a model for precipitating social change. The Communications Manager will also help advance development efforts with appealing campaigns that motivate philanthropy.

RESPONSIBILITIES:
- Implement annual marketing/communications plans according to strategic priorities.
- Design and maintain a dynamic, vital website. Report on website analytics.
- Plan and implement relevant, exciting, interactive social media that promotes engagement. Monitor and report social media analytics. (Facebook and Instagram)
- Create video in support of promotional efforts.
- Work together with staff and visitors for social media content.
- Manage advertising plan and design digital and print ads.
- Draft and distribute press releases and calendar listings.
- Organize, maintain and update media lists.
- Respond to inquiries from media for program and event information, drafting copy and supplying images.
- Design and distribute E-news and E-blasts. Develop quarterly calendar for staff submissions.
- Take, organize, and manage digital images and files for marketing and program use.
- Oversee design, production, and distribution of printed promotional materials. As appropriate, coordinate work with outside graphic designers.
- Manage rack card and brochure distribution by direct mail, distribution services and brochure/poster drops.
- Process marketing accounts payable; review budget monthly for variances.
- Participate in community partnerships to enhance communications across the Greater Hartford region non-profit sector. Report to HBSC management and staff about partnership opportunities and news.
- Assist with communications components of fundraising efforts, such as annual appeals, campaigns (Giving Tuesday), programs (Adopt-An-artifact), etc.
- Manage Library Memberships and other affiliation opportunities.
- Contribute to developing creative ideas for fundraising activities and events and assist with planning, logistics, and promotion of events such as Stowe Prize, Annual Meeting, etc.
- Coordinate special projects and perform additional duties as assigned.

Other Duties:
- Participate in the organization’s public programming and other community events relevant for Stowe Center.
- Carries out ad hoc duties, as needed.

Qualifications:
- BA and 3+ years of marketing/communication/design experience, preferably with a museum or education organization
- Proficiency in maintaining website and using social media
- Graphic design skills
- Video creation skills
- Excellent writing and verbal skills
- Planning and organizational abilities
• Computer literacy in word processing, data base management, design and photo and video editing
• Demonstrated effectiveness with the media, colleagues, trustees and members of the public
• Commitment to the Stowe Center’s mission and goals