



DIGITAL ENGAGEMENT COORDINATOR

Position Summary

Historic Deerfield seeks a full-time Digital Engagement Coordinator to execute digital communications and marketing strategies that engage and grow our audience and support our mission. This includes creating and managing content across a variety of platforms and facilitating aspects of on-site and virtual events. Reporting to the Director of Marketing and Communications, this position implements production of compelling digital content that enhances Historic Deerfield's ability to reach and engage a broader constituency. In conjunction with the Director of Marketing and Communications, this position manages the digital ecosystem of Historic Deerfield, evaluating systems, processes, and the reporting and analysis of program, website, and online communications metrics.

Responsibilities

- Update content on the Museum's externally-facing website, historic-deerfield.org
- Create and gather content for social media posts
- Create email newsletters
- Provide technical and audio/visual support for virtual and onsite events, participating in event set up and facilitating virtual participation through Zoom (some evening and weekend availability required)
- Shoot video and still photography of programs, events, and locations at the museum, maintaining an organized collection of video and photo assets for use in digital and print publications.
- Assist with graphic design for web, social media, and occasional print pieces
- Track and report on digital analytics

Skills

- Excellent written and verbal communication skills and strong attention to detail.
- Ability to work both independently and as part of a team.
- Ability to handle multiple tasks effectively, anticipate issues, manage time, and stay organized.
- Strong computer and tech skills, including proficiency with social media and email marketing platforms, webinar platforms such as Zoom, and the use of audio-visual equipment (cameras, livestreaming equipment, microphones, etc.).

- Proficiency with Adobe Creative Suite, Microsoft Office, and WordPress preferred.
- Experience with and understanding of social media platforms and best practices.

Education and Experience

- Bachelor's degree in a related field.
- Minimum 1-2 years of experience in a related position.
- Knowledge of photography, videography, and video editing skills a plus.

Physical Requirements

- Frequently stand/walk, sit, perform desk-based computer tasks, use a telephone, and grasp lightly/fine manipulation.
- Occasionally twist/bend/stoop/squat/reach/work above shoulders, grasp forcefully, writing by hand, sort/file paperwork.
- Be able to lift supplies and equipment of up to 50 lbs. Walk outdoors on sidewalks and over uneven ground.

* - Consistent with its obligations under the law, the Museum will provide reasonable accommodation to any employee with a disability who requires accommodation to perform the essential functions of their job.

Working Conditions: Work is performed in public settings, outdoors and indoors, and at a desk.

Benefits: Historic Deerfield offers a competitive benefits package.

About Historic Deerfield

Historic Deerfield is a nationally renowned cultural history museum situated in an authentic 18th-century New England village in the Connecticut River Valley of Massachusetts. Its historic houses and world-famous collection of early American decorative arts open doors to new perspectives that inspire people to seek a deeper understanding of themselves, their communities, and the world.