



MARKETING & COMMUNICATIONS COORDINATOR

Position Summary

Historic Deerfield seeks a full-time, in-person Marketing & Communications Coordinator to execute marketing and communications strategies across digital and print platforms that engage and grow our audience and support our mission. This includes creating and managing content across a variety of digital channels, supporting print collateral production, and providing light support for on-site and virtual events. Reporting to the Director of Marketing and Communications, this position works closely with the Director on the day-to-day production of content that enhances Historic Deerfield's ability to reach and engage a broader constituency. In conjunction with the Director, this position also 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
- Support production of print marketing materials (flyers, booklets, and similar collateral), including layout, coordinating with vendors, and running copies as needed
- Provide support for on-site and virtual events as part of a team — assisting with event set-up and virtual participation via Zoom (some evening and weekend availability required)
- Take photos and video of programs, events, and locations at the museum, and help maintain an organized collection of photo/video assets for use in digital and print publications
- Assist with graphic design for web, social media, and print pieces
- Track and report on digital analytics

Skills

Required:

- 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
- Familiarity with webinar platforms such as Zoom and basic audio-visual equipment
- Comfort with social media and email marketing platforms

Preferred:

- Proficiency with Adobe Creative Suite, Microsoft Office, and WordPress
- Experience with photography, videography, and basic video editing
- Experience with and understanding of social media platforms and best practices

Education and Experience

- Bachelor's degree in a related field, or equivalent experience

- 1–2 years of experience in a related position — we welcome early-career candidates and will provide training and mentorship

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, write 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 on-site at Historic Deerfield, 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.