



Director of Marketing - Spring 2021

The Community House seeks letters of interest and resumes for outgoing and innovative candidates interested in the position of Director of Marketing. This is a part-time position, 30 hours per week, with opportunities to grow.



About The Community House

For 100 years, The Community House (TCH) has promoted the arts, enrichment, and unity in Hamilton, Wenham and the greater North Shore. TCH's mission is anchored by three flagship program areas: The Kids Community @ 284 (an after-school program), Stage 284 (a community theater program), and special community events (such as Community Block Party, Santa in the Park, free Sunday Concerts in Patton Park).

To learn more about all TCH programs and events, please visit our website: www.communityhouse.org

About the Position

The Director of Marketing (DM) reports to the Director of Development and serves as a member of the TCH administrative team. The DM is often the first point of contact for all visitors at TCH and responsible for increasing TCH's visibility locally and throughout the North Shore. The DM is responsible for promoting TCH in the community and works 30 hours per week.

Standards for this position:

- Helps to ensure TCH runs smoothly and efficiently
- Greets every visitor and guest enthusiastically and warmly
- Treats visitors and coworkers with respect
- Executes responsibilities accurately and on time
- Being on time and having excellent attendance
- Maintain confidentiality of all business and client information (written and verbal)
- Receives consistent positive feedback from coworkers and constituents

Key Responsibilities:

- Collaborate with the Director of Community Engagement and TCH's Marketing Committee to increase the visibility of TCH through the development and execution of an annual marketing and communications plan
- Develop all Constant Contact e-blasts and press releases
- Create and manage content for all TCH social media pages
- Build and foster strong working relationships with local media personnel, as well as graphic designers and photographers
- Facilitate and oversee the design of all TCH marketing literature - banners and signs for all events and programs as well as print material such as event programs and Stage 284 playbills

- Collect, organize and improve data to strengthen overall marketing and streamline processes
- Utilize analytics to improve strategy and increase engagement
- Promote the mission of TCH via public speaking and networking engagements
- Provide leadership to TCH's marketing committee and participate on other committees, as needed

Key Qualifications

1. Strong interpersonal skills, including written and verbal communication skills
2. Consistent positive attitude, outgoing
3. An appreciation for community building
4. Self-starter, willing to accept feedback
5. Open minded and optimistic
6. Innovative- willing to make suggestions for improvements and efficiencies
7. Excellent skills in MS software (Word, Excel, Outlook), Google services (Google docs, forms)
8. Experience with Photoshop, Adobe Illustrator, and Adobe InDesign is preferred



TCH is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.

Please email cover letter and resume to:

melissa@communityhouse.org

Deadline - March 31, 2021