Massachusetts Historical Society
Founded 1791

**Director of Communications – Job Description**
**Massachusetts Historical Society**

**Purpose:**

The Director of Communications (DoC) is responsible for developing and executing the Massachusetts Historical Society's communications and marketing efforts to advance the Society's mission. Reporting to the Vice President for Programs & External Affairs (VP PEA) and serving as a key member of the PEA team, this position develops, manages, and implements a communications plan that includes content strategy, media relations, social media, brand management, and marketing to build awareness of and appreciation for the MHS. The DoC is a creative thinker and leader who can strengthen the public profile of the MHS with new audiences and deepen engagement with its key constituencies of scholars, educators, donors, and members.

**Key Contacts:**
**Reporting Relationships:** This position reports to the VP for Programs & External Affairs (VP PEA)

**Supervisory Responsibility:** This position supervises the Communications Specialist and Visitor Services team.

**External**: Trustees and Advisors, PEA Committee, vendors and consultants related to communications responsibilities

**Internal**: MHS President, VP PEA, Senior Leadership Team, PEA team, department directors, development staff, programming staff, collections staff, education staff, library staff, Adams Papers staff. Maintain regular, pro-active oral and written contact with VP PEA, senior leadership, and other PEA directors to share information and provide progress reports regarding communications activities.

**Schedule and Working Conditions:**

The DoC primarily works on-site at the Society's Boylston Street, Boston headquarters. Occasional hybrid work is available, but the DoC is regularly on call for short turnaround press or other inquiries. While the regular salaried work week of the Society is 35 hours, Monday-Friday between 8:00 AM and 5:00 PM, the DoC will be expected to work evenings, weekends, and holidays both on-site and at off-site events in support of the Society's work. At times, these additional hours may be more significant, depending on historic events or programming of note.

Some travel in Greater Boston/Massachusetts, with occasional travel throughout New England to support conferences, events, meetings, and programs that further the Society's mission.

The requirements noted in this section are all essential functions of this role.

**Major Responsibilities:**

- Develop and implement institutional communications and marketing programs to increase the Society's visibility and name recognition, and to build the Society's audiences..
- Working with the VP PEA, guides the strategy for communications including the website, public relations messages, and collateral to consistently articulate the Society's mission.
    - Build and manage the MHS brand across all channels and touchpoints, ensuring consistency of voice, visual identity, and messaging, Write, edit, and implement the distribution of print and electronic collateral including, but not limited to brochures, invitations, and e-blasts.
    - Oversee MHS blog and social media accounts and identify new channels of communication.
- Manage the budget of the Communications team and work with VP PEA on department budget and workflow planning.
- Identify opportunities for improved department staff and cross-departmental workflow and execution, working with VP PEA to reorganize workloads and staff duties as needed.
- Work with the VP PEA to identify areas where VP PEA communications-related work can be delegated and build systems and reporting processes for this workflow.
- Work with individual departments as needed on targeted communications to donors, Members, K-12 teachers and students, American history scholars, etc.
- Identify opportunities to work with partners and vendors to maximize outreach efforts and source and vet vendors to provide enhanced communications and marketing creative and production work
- Working with the VP PEA and external PR consultant, organize publicity and advertising efforts around MHS events, exhibitions, and announcements.
- Identify opportunities and emerging trends in the cultural sector. Work with leadership team and staff to recognize internal and external communications opportunities and define and execute appropriate strategies to support them.
- Supervise Communications Specialist, providing the coaching and support needed for them to effectively manage workload, continue to innovate, and grow technical skills.
- Manage Visitor Services team including scheduling, training, and policies.
    - Oversee VS desk staffing schedule and last-minute scheduling changes.
    - Work with Director of Facilities & Safety and Stephen T. Riley Librarian, as well as other relevant internal stakeholders on maintaining up-to-date policies, training, and information for the VS team.
    - Coach VS staff on independent decision-making, use of judgement, and technical skills acquisition.
- Collaborate with Engagement staff on promotional communications around programs and events.
- Work with Development staff to plan and evaluate specific fundraising concepts, including print and digital annual appeals, membership collateral, swag, and invitations.
- Write and edit talking points, speeches, presentations, and other supporting material as needed.
- Work on other MHS projects as needed including but not limited to exhibitions, web features, and filming requests.

**Requirements**

**Education:**

- Bachelor's Degree

**Experience:**

- Minimum of 7-10 years' experience in a relevant professional position, preferably at an academic or non-profit organization
- Demonstrated success creating and implementing an institutional marketing plan
- Experience creating a press list, writing press releases, and placing stories with the media; familiarity with the Boston and Boston-adjacent media markets is strongly preferred
- Experience planning fundraising events and working with an event committee strongly preferred
- Experience with branding, strategic planning, or other higher-level project implementation preferred
- Interest in American history and/or libraries and an understanding of the Society's mission is essential
- Prior experience managing staff and/or interns on a regular basis required
- Prior experience with Membership/Visitor Services roles in an arts and culture institution strongly preferred
- Prior experience overseeing regular production of audio and video content—short and long-form— required

**Skills:**

- Excellent oral and written communication skills; tactful and adaptable
- Strong organizational skills with the ability to prioritize and multi-task
- Strong leadership, coaching, and supervision skills
- Strong customer service ethos, with the ability to train others
- Ability to be detail-oriented and accurate
- Ability to plan and manage a department budget
- Ability to source vendors and oversee vendor work
- Ability to work collaboratively inside an organization
- Ability to stay abreast of technology tools and platforms, as well as industry trends
- High level of initiative and creativity
- Proficiency in Microsoft Office
- Knowledge of Adobe Creative Suite software is preferred
- A basic knowledge of the Raiser's Edge or comparable fundraising software is preferred

**Note:** Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**Compensation and Benefits**:

The firm budgeted range for this position is $100,000.00 to $120,000.00/year. Benefits include generous sick and vacation time, a 401(k) match, and health, vision, dental, and disability benefits, as well as other discounts and tax-advantaged savings accounts.

**The MHS is an equal opportunity employer.**

The MHS follows the requirements of state and federal law in providing equal opportunity in hiring and employment. The Society's goal is to employ a workforce that is representative, at all job levels, of the people whose histories we collect. Candidates of all backgrounds are welcomed and encouraged to apply.

Consistent with our obligations under Massachusetts and federal law, we are committed to creating a workplace free from harassment and discrimination on the basis of any status or condition protected by state or federal law. We offer a competitive benefits and time off package; salary ranges are posted in each job posting. Candidates in search of accommodations should contact our Human Resources Director at erikabarrie@masshist.org.

**Hiring Process:**

Interested applicants should send a single PDF with their resume and a cover letter to PEAjobs@masshist.org. Finalists will be asked to submit three references and any candidate receiving an offer will be required to complete an education verification and pass a CORI and SORI check. **No recruiters or staffing agencies, please.**