

NEDCC SEEKS MARKETING & SOCIAL MEDIA COORDINATOR

Summary

The Northeast Document Conservation Center (NEDCC) seeks a full-time Marketing & Social Media Coordinator who would be excited to work for a mission-oriented nonprofit that serves libraries, archives, museums, and other collections-holding institutions.

The Marketing & Social Media Coordinator is responsible for all marketing, promotion, and advertising for NEDCC's services, programs, and resources, and works closely with the senior management team on program development, strategic planning, and other NEDCC-wide initiatives that have a broad impact on the preservation of cultural heritage collections nationwide. This position reports directly to the Executive Director.

The ideal candidate will be passionate about promoting NEDCC's mission of helping institutions with conserving and preserving their irreplaceable collections of art and historical artifacts, and making those unique collections accessible to the public through digitization.

The minimum annual salary for this position is \$55,000. Please note that this is a minimum salary, not a range. NEDCC offers competitive salaries commensurate with education, experience, and skill, as well as an excellent retirement/benefits package.

Job Description

- Serves as primary copywriter and content creator for regular email announcements to NEDCC's subscribers, and manages NEDCC's email subscription list.
- Creates, writes, publishes, and shares content on major social media channels (i.e., Facebook, Twitter, Instagram, and YouTube), and regularly evaluates analytics to adjust tactics for maximum visibility, engagement, and reach.
- Posts announcements to the principal listservs followed by the cultural heritage community.
- Works closely with NEDCC's Preservation Services department to promote its education, training, and assessment programs.
- Monitors and makes recommendations for increased usability of NEDCC's website, and creates, designs, and updates web content in collaboration with NEDCC's senior staff, Technology Coordinator, and outside graphic designer and website programmer.
- Solicits ideas for long-format stories about interesting NEDCC projects; works with clients and staff on content creation; serves as either author or copyeditor; and publishes and promotes them digitally.
- In collaboration with NEDCC's outside graphic designer, designs clean and informative templates for all forms of digital and printed marketing collateral, and deploys such advertising efficiently and effectively.
- Serves as NEDCC's media contact, responds to media inquiries, and issues press releases.
- Manages vendor exhibit booth scheduling and registrations for conferences, maintains exhibit kit supplies, and coordinates booth staffing. May travel to conferences nationwide to staff NEDCC's exhibit booth, as needed.

- Monitors and promotes federal, state, and foundation grant opportunities for conservation, digital imaging, audio preservation, and other services provided by NEDCC for current and prospective clients.
- Assists Executive Director with grant administration (e.g., tracking deadlines) and Principal Investigators with copyediting grant applications and reports.
- Designs and orders business cards, and creates/updates staff bios on website.
- Organizes group tours of NEDCC's labs, as requested.
- Assists with other duties as needed.

Qualifications

- Bachelor's Degree with professional marketing experience. Marketing major preferred. Knowledge of, or experience in, the library/archive/museum field a plus.
- Excellent writing and editing skills.
- Ability to create engaging content and utilize social media to attract followers/clients organically.
- Strong eye for design while favoring function over form.
- Photography skills a plus.
- Ability to multitask, meet deadlines, and work autonomously as well as cooperatively and collaboratively.
- Experience in website management and editing.
- Experience in graphic design.
- Proficiency with the following software a must: Microsoft Office (Word, Excel, PowerPoint, Publisher), Google apps, and Photoshop.
- Proficiency with the following software a plus: Adobe InDesign, Adobe Premiere Pro, MODX, and Campaign Monitor.
- Knowledge of video design, editing, and production a plus.
- Ability to maintain confidentiality of records and information.

About NEDCC

Founded in 1973, the Northeast Document Conservation Center (NEDCC) is the first independent nonprofit conservation center in the United States to specialize in treating paper-based collections, such as manuscripts, rare books, maps, photographs, scrapbooks, architectural drawings, and works of art on paper, including collections made of distinctive materials such as parchment, papyrus, and birch bark. NEDCC's mission is to improve the conservation and preservation efforts of libraries, archives, museums, and other institutions that hold important humanities collections; to provide the highest quality conservation and digital reformatting services (imaging and audio) to institutions that do not have such capabilities in-house; and to provide continuing education and consulting services for the preservation and conservation fields. On average, NEDCC completes 525 projects for 274 constituents per year, which primarily includes small- to mid-sized underserved and under-resourced organizations that lack in-house conservation and/or reformatting capabilities. NEDCC is located in Andover, MA, twenty-five miles north of Boston. For more information, please visit www.nedcc.org.

Only persons with the legal right to work in the United States are eligible to apply. NEDCC offers competitive salaries commensurate with education, experience, and skill, as well as an excellent

retirement/benefits package. NEDCC is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to age, race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. This position will remain open until filled.

Application Process

To apply, please send a cover letter, resume, and names and contact information for three references as a single PDF to: Bill Veillette, Executive Director, at bveillette <at> nedcc <.> org.