Communications and Marketing
Short-Term Contractor

About the DC History Center

Established in 1894 and located at the Carnegie Library in Downtown DC, the DC History Center is a community-supported nonprofit organization, which deepens understanding of our city’s past to connect, empower, and inspire. It collects, interprets, and shares the history of our nation’s capital through research and scholarship, adult programs, youth education, and exhibits. We seek to do this work as a welcoming and inclusive community that fosters curiosity and nurtures civic engagement to strengthen the District for all. For more information visit dchistory.org.

Summary

The DC History Center seeks a contractor to provide communications and marketing services during the temporary absence of a staff member, approximately 20-25 hours a week, September 1, 2021 - January 15, 2022. The contractor will provide support across multiple departments and program areas to effectively convey the work of the DC History Center and ensure a positive image of the organization. Primary areas of responsibility will include communications planning and execution, web content administration, and social media.

Scope of Work

Communications and Marketing

- Manage annual communications calendar
- Write, design, and schedule weekly email communications, including bi-weekly email newsletter and promotional emails for programs
- Work with development staff to design and send fundraising and membership emails
- Promote DC History Center programs; post events on local calendars and listservs
- Produce updates and alerts to media contacts regarding upcoming programs or other DC History Center news
- Design program banners and other marketing images
- Participate in weekly program meetings to obtain timely information for dissemination.
Website and Social Media

- Manage dchistory.org, ensuring all content is accurate and up to date
- Post DC History Center events and programs on the website calendar; feature upcoming programs on the homepage
- Manage blog
- Manage Bluehost webhosting account
- Manage shop.dchistory.org, adding new items to inventory and on the website as they become available
- Oversee the organizations various social media accounts, including Instagram, Twitter, Facebook, LinkedIn, and YouTube; monitor accounts and respond to comments etc.
- Plan social media posts, research photos, and write and schedule content to meet the demands of a regular and consistent social media calendar

Hours

Scheduling is flexible, estimated at 20-25 hours per week. Onsite participation Is required two days per week at our central downtown location, which is easily accessible from all Metro lines. Due to the need for frequent collaboration, at least 75% of the work must be performed during regular business hours.

Qualifications

The contractor will be an outstanding communicator, a detail-oriented and highly organized professional, and a flexible, collaborative team player. Familiarity with and enthusiasm for sharing the culture, history, and diversity of our city will be a strong plus.

- Bachelor’s degree in communications, marketing, history or related field
- At least two years of experience in marketing/communications
- Outstanding written communication and verbal communication skills
- Experience with MailChimp, Eventbrite, and Wordpress, as well as fundraising CRM databases
- Adept at handling multiple priorities and maintaining high productivity with accuracy and attention to detail
Compensation

Price may be quoted as an hourly rate or as a monthly retainer.

Applications and Inquiries

Potential contractors may submit a letter of interest, including compensation requirements and scheduling availability; resume; and one writing sample at www.dchistory.org/about/employment/. No phone calls or walk-ins please.

The DC History Center is an equal opportunity employer.