POSITION: **NSCDA Communications Manager/Director** **DATE:** March 26, 2021

REPORTS TO: Executive Director

SUMMARY: The National Society of the Colonial Dames of America (NSCDA) is seeking an energetic, dedicated, and technologically savvy professional to support membership communications and outreach initiatives. This full-time salaried position will play a critical role in enhancing the organization's digital and in-person brand, by coordinating print and online communications, updating the NSCDA website and managing social media outlets. Competitive benefits package includes health, dental (both fully paid) and 403 (b) retirement (employee contributions only).

STARTING SALARY: $60,000 per year, paid bi-weekly.

LOCATION: Currently WFH, with expectation of part-time on location in Georgetown, Washington, DC by mid-to-late summer. Free parking is available on site. Nearest Metro is Dupont Circle (.7 miles). Transit benefits WMATA smart benefits, capital bikeshare.

PRIMARY DUTIES:

1. Coordinate branding, messaging, and presentation across three NSCDA websites (www.nsdca.org; www.dumbartonhouse.org; www.greatamericantreasures.org) ensuring that all pages and documents adhere to NSCDA Branding Standards.

2. Maintain, keep current, and enhance the NSCDA website (www.nscda.org). Work with key stakeholders to update existing and/or build new areas of the website.

3. Manage national social media accounts (Facebook, Instagram, and Twitter). Research, write, curate, and execute posts, campaigns, and collaborations. Provide community management and analytics reporting. Track, report on, gather insights, and field questions about website and social media usage and analytics. Stay current on best practices in SM and relevant fields.

4. Coordinate NSCDA social media and digital communications strategy, editorial calendar, and implementation in conjunction with efforts of Great American Treasures (GAT), Dumbarton House, and other relevant staff members/departments.

5. Support the NSCDA's 44 Corporate Societies and affiliated Museum Properties with their social media presence. Coordinate and/or conduct social media training for state societies and museum properties as needed.

6. Serve as staff liaison to the NSCDA Communications-Marketing Committee, NSCDA Social Media Committee and Dumbarton House Board PR Committee.

7. Support communications (internal and external), public relations, and marketing for leadership and staff in accordance with NSCDA Strategic Plan.

8. Create online registration portals and supporting web pages for meetings; develop email communications and campaigns for national NSCDA events in coordination with multiple departments.

9. Serve as point of content for all digital asset requests from staff, leadership, museum properties, corporate societies, and members. Provide exemplary customer service and training on digital asset use as needed.

10. Provide editorial oversight and guidance on copy, content, layout, and design for NSCDA mailings, brochures and publications for all departments of national headquarters.

11. Comply with The National Society of The Colonial Dames of America Employee Handbook and Institutional Code of Ethics.

12. Perform other duties as assigned.

QUALIFICATIONS:

- Tech-savvy with strong working knowledge of (and interest in continually learning about):

WordPress and basic html/CSS	Databases and information management
Digital Assets Management	MS Office applications
Adobe Creative Suite	Google Analytics
Constant Contact	Hootsuite & SM Management Tools
Social Media Platforms	Canva & Graphic Design Tools

- Project management, analytical, problem solving skills, including ability to prioritize multiple competing tasks. Ability to adapt and be flexible in a changing work environment. Attention to detail.
- Effective presentation skills. Excellent writing, spelling, grammar, and proofreading skills, as well as strong verbal communication and customer service skills.
- Flexibility, enthusiasm, and attitude of respect for working with members, staff, volunteers, and visitors.
- Self-directed, motivated, tactful, diplomatic, and congenial.

Qualified candidates should send letter of interest, resumé (including links to website, portfolio, and/or examples of work) and names with email addresses of 3 references to: jobs@dumbartonhouse.org.

Closing Date: until filled.

About Us:

The National Society of The Colonial Dames of America (www.nscda.org) is one of the oldest historic preservation organizations in America. Founded in 1891 as a women's lineage organization, the NSCDA now has over 15,000 members in 43 states and the District of Columbia, and owns, operates or supports over 90 historic properties and sites throughout the United States. Our mission is to promote respect for the people, places and events that led to the formation of our country through historic preservation, patriotic service, and history education programs.

All qualified applicants will receive consideration for employment without regard to sex, race, ethnicity, age, national origin, citizenship, religion, physical or mental disability, medical condition, genetic information, pregnancy, family structure,

marital status, ancestry, domestic partner status, sexual orientation, gender identity or expression, veteran or military status, or any other basis prohibited by law.