



GWBHS COMMUNICATIONS COORDINATOR

Position Description

The Communications Coordinator partners with the Greater West Bloomfield Historical Society's Volunteer Board to create and deliver various external communications intended for the community at large. The independent contractor is paid a monthly stipend of \$250, consisting of approximately 12-16 hours of work per month. The individual will report to the Board's Treasurer.

Duties and responsibilities include:

- Maintain regular communication with media contacts, including West Bloomfield Beacon, West Bloomfield Today, Orchard Lake Living, Civic Center TV, Oakland Press, and West Bloomfield Parks & Recreation. Build rapport and partnerships with new media outlets that advance the GWBHS mission.
- Write, format, and distribute press releases that promote and support the latest GWBHS events, announcements, and pertinent news stories.
- Package content for weekly email blasts that includes pertinent information including event details and important reminders. Capture new email addresses and provide them to the Constant Contact volunteer.
- Secure ad space in local publications and provide written content related to latest promotions and upcoming events.
- Manage and monitor all social networking platforms as needed: Facebook, Twitter, Pinterest, Instagram, and others; providing monthly analytics to the Board.
- Design and maintain an annual communication calendar that categorizes all external communications with dates, delivery methods, and content.
- Work with the board president to produce the GWBHS Annual Report, which highlights the year's membership statistics, milestones, and programs/events.
- Contribute content to the seasonal newsletter when needed.
- Serve as an ambassador and point of contact for the GWBHS.
- Attend some GWBHS events and participate in planning and coordination when needed.
- Other duties as assigned.

Ideal candidates will:

- Have knowledge of and experience in communications, public relations, marketing, advertising, or a related field.
- Be passionate about local history and demonstrate enthusiasm in support of the GWBHS's mission. Residency within West Bloomfield Township, Keego Harbor, Orchard Lake Township, or Sylvan Lake is preferred.

- Articulate event details, group information, and historical articles in a manner that incites enthusiasm and excitement in the community.
- Be comfortable with a wide array of communication methods intended for diverse audiences, including social media, email blasts, press releases, and desktop publishing.
- Make a formal commitment to fulfill all agreed-upon objectives/deadlines on time and within budget. This includes dedicating 12-16 hours per month to ensure that all deliverables are met in a satisfactory manner.
- Enjoy meeting new people, interacting with others, and attending public events both as a guest and as a GWBHS representative.

Next Steps:

- Email resume and cover letter to gina@gwbhs.org.
- Submit your application no later than March 5, 2015.

For more information about GWBHS, please visit www.gwbhs.org