



## Marketing & Development Coordinator

**Status:** Part-time, non-exempt, 20 hours/week with potential for growth. We are also open to an independent contractor who may incorporate this work into a larger portfolio of clients.

**Start Date:** June 1, 2021

**Salary:** \$18/hour

**Reports to:** Interim Director

The Niagara Falls Underground Railroad Heritage Center believes that diversity, equity, accessibility, and inclusion in all aspects of museum structure are vital to the future viability, relevance, and sustainability of museums.

We are an Equal Opportunity Employer.

### Background:

The mission of the Niagara Falls Underground Railroad Heritage Center is to reveal authentic stories of Underground Railroad freedom seekers and abolitionists in Niagara Falls and to inspire visitors to recognize modern injustices that stem from slavery and to take action toward an equitable society. The Heritage Center is an experiential museum operating every Tuesday through Sunday. We offer self-guided tours, facilitated guided tours, school field trips, and numerous public programs throughout the year.

Through meaningful interpretive experiences, engaging public programs, services and events, we expand each visitor's understanding of and appreciation for the Underground Railroad in Niagara Falls and the enduring impact of slavery in the United States.

### Position Summary:

The Marketing & Development Coordinator is a newly created role at the Heritage Center. This goals for this position are to raise the visibility of underground railroad history in Niagara Falls, promote visitation, and increase financial donations to the Niagara Falls Underground Railroad Heritage Center. Working collaboratively with Heritage Center staff and community partners to drive external engagement, this position coordinates the activity of all institutional marketing channels, generates press coverage, and expands the Heritage Center's visibility in a creative and collaborative manner, while prioritizing the Heritage Center's mission. In addition, this position coordinates the Heritage Center's annual appeal and an annual fundraising event.

A successful candidate has a love of history and a passion for social justice, demonstrated experience in marketing, PR, and development, and proven ability to work collaboratively with a diverse group of stakeholders.

## Objectives:

- Increase visitation to the Heritage Center.
- Increase the visibility of the Heritage Center locally within the Niagara Falls community, nationally, and internationally.
- Increase charitable contributions to the Heritage Center.

## Essential Responsibilities:

### Marketing

- Promote the Heritage Center through marketing and social media by devising and implementing marketing, PR, and community outreach strategies that align with organizational goals. This will include becoming familiar with the principles of the International Coalition of Sites of Conscience, which seek to connect past struggles to modern human rights movements and “turn memory into action.”
- Solicit and coordinate community participation in initiatives conducted by the Heritage Center.
- Create and oversee the marketing budget.
- Coordinate the design, printing, and distribution of marketing and communication materials for development marketing efforts.
- Maintain website, email communications, social media, and the digital presence of the Heritage Center.
- Monitor trends. Keep informed of developments in the fields of marketing, communications and public relations, particularly in the cultural sector, and use this information to help the Heritage Center operate with initiative and innovation.

### Development

- Collaborate with the Board of Directors and Interim Director to create a fund development plan which increases revenues to support the strategic direction of the organization.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization.
- Oversee the planning and execution of special fundraising events.
- Solicit and coordinate in-kind donations for prizes for events.
- Build relationships with community stakeholders to advance the mission and fundraising goals of the organization.

## Minimum Qualifications:

- Bachelor's degree and 2+ years experience in marketing, public relations, communications, or a related field, plus 2+ years experience in non-profit development.
- Experience with cultural attractions and/or marketing in a destination or tourism field strongly preferred.
- Excellent interpersonal and communication skills required.
- Must work well with a diverse audience and have a sincere interest in the mission of the Niagara Falls Underground Railroad Heritage Center to connect past to present.

- Responsible, flexible, punctual, detail-oriented and able to work well under pressure.
- Ability to take initiative and work creatively and effectively as a member of a team.

Special Requirements:

- Must be able to stand/walk for long periods on varying surfaces, inside and outside, and in a variety of conditions.
- Must be willing to work occasional weekends, evenings, and holidays,
- Flexible scheduling requires remote work as well as work on-site and at community events.

Qualified candidates should submit a resume and cover letter highlighting the Minimum Qualifications to:

Niagara Falls Underground Railroad Heritage Center  
info@niagarafallsundergroundrailroad.org or 825 Depot Ave. West, Niagara Falls, NY 14305

For more information on the Niagara Falls Underground Railroad Heritage Center and Area, please visit <http://niagarafallsundergroundrailroad.org/>.