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| <b>Name:</b>  | <b>Department:</b> Kentucky Historical Society       |
| <b>Job Title:</b> Marketing Administrator                         | <b>Class Title:</b> KHS Program Administrator II-KHS |
| <b>Reports to:</b> Director of Marketing Communications           | <b>Division:</b> Administration                      |
| <b>Organizational Level:</b> Advancement/Marketing Communications | <b>Position Number:</b> 31098895                     |
| <b>PD Prepared by:</b>  | <b>Position Type:</b> Full-time, Exempt              |
|   | <b>Hire Date:</b>                                    |

### **Job Summary:**

The Marketing Administrator will work to fulfill the Kentucky Historical Society's mission and help their colleagues throughout the organization succeed. The position plays an integral part on the Marketing Communications team. The Marketing Administrator is responsible for planning and coordinating all of KHS's marketing activities, maintaining KHS's brand integrity, counseling KHS teams on their marketing needs, and working closely with the Director of Marketing Communications to promote KHS's programming and services statewide. This person also works closely with the KHS Foundation to help them realize their fundraising goals. The goal is to advance KHS's position with relevant constituents, drive broader awareness and donor support for the organization, and promote the value of history.

### **Essential Duties and Responsibilities:**

- Oversees the day-to-day activities to implement KHS's annual marketing communications plan
  - Lead the marketing communications function, including internal and external marketing projects
  - Counsels KHS staff about marketing goals and strategies that meet their unit's and KHS's goals
  - Oversees adherence to KHS branding policies and procedures
  - Ensures all marketing objectives and requests are met and are in line with the needs and mission of the organization
  - Supervises the Digital Media Coordinator as well as freelancers/vendors, volunteers, interns
  - Ensure collaboration across the organization in defining target markets, programs, products, and outcomes
  - Keep KHS marketing communication on budget and on schedule
- Manage the development of KHS marketing and promotional materials.
  - Serve as an in-house graphic designer as needed for developing promotional collateral, printed, outdoor, and digital ad design, and internal support for all KHS departments, including the KSHF Foundation
  - Manage contract graphic designers on a variety of projects
  - Collaborate with Creative Engagement Specialist on digital media projects



**Position Description**  
**Marketing Administrator**  
**Page 2 of 3**

- Communications liaison with media outlets
- Assists in developing and implementing entrepreneurial activities that support KHS's mission and/or fundraising efforts
  - Oversees development and implementation of special events that support KHS's mission and/or fundraising efforts
  - Coordinates closely and provides marketing support for the KHS Foundation's development efforts
  - Partners with the KHS Foundation in managing corporate marketing sponsorships

**Qualifications:**

Experience - Minimum 3 years of professional experience working on an organization's marketing efforts (preferably non-profit or educational).

Education - Bachelor's degree (minimum) in marketing, business administration, communications, advertising, or related field.

Supervisory - Minimum 2 years in a supervisory and leadership position

Communication - Ability to write and communicate effectively with staff, volunteers, and outside vendors

Design – Exceptional creativity and vision for creating innovative graphic design, experience with design software, such as Creative Cloud and Canva with a strong portfolio of work

Computer Skills – Basic Internet, word processing, database management, spreadsheets and email use. Knowledge of website and social media best practices. Knowledge of Creative Cloud assets is helpful.

**Working Conditions:**

- *Work Environment:* Must be able to manage multiple projects from concept to completion. Must be willing to work some evenings, weekends, and occasionally travel.

**Competencies/Behavior Dimensions:**

- *Passion for Kentucky history:* Passion for the KHS mission and core values: service, discovery, excellence, authenticity, stewardship. Possess the ability to communicate this passion to others.
- *Embrace Diversity:* Commitment to inclusiveness and empowerment.
- *Behave Ethically:* Understand ethical behavior and KHS Policies and Procedures, and ensure that own behavior and the behavior of others are consistent with these standards and align with the values of the organization.
- *Communicate Effectively:* Speak, listen, and write in a clear, thorough, and timely manner using appropriate and effective communication tools and techniques.
- *Creativity/Innovation:* Develop new and unique ways to improve operations of the organization and to create new opportunities.



**Position Description**  
**Marketing Administrator**  
**Page 3 of 3**

- *Foster Teamwork:* Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.
- *Lead:* Positively influence others to achieve results that are in the best interest of the KHS.
- *Make Decisions:* Assess situations to determine the importance, urgency, and risks and make clear decisions which are timely and in the best interests of the KHS.
- *Organize:* Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
- *Plan:* Determine strategies to move the organization forward, set goals, create and implement action plans, and evaluate the process and results.
- *Solve Problems:* Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.
- *Build relationships:* Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the KHS.
- *Focus on client needs:* Anticipate, understand, and respond to the needs of internal and external clients to meet or exceed their expectations within the organizational parameters.
- *Professional Development:* Actively participate in agency-approved internal and external professional development events, as needed or directed by the supervisor.

**Direct Reports:**

Digital Media Coordinator

Position No. 31123903