

Contract Position Description

NCPH Publications and Marketing Contractor

The Publications and Marketing Contractor for NCPH supports this international organization's print and digital publications (primarily the print newsletter and blog), and works closely with volunteers to promote public history and to strengthen NCPH as an association. Approximately three-quarters of the duties involve publications support. The other quarter involves marketing and social media support. The nature of these duties is cyclical and can focus more in some weeks on one area than others. Below is an estimate of how this may look most weeks.

DUTIES AND RESPONSIBILITIES

Coordinate editing for *History@Work* (approx. 12 hours/week)

To raise the visibility and improve the quality of submissions to the NCPH blog, *History@Work*, and to ensure connection with the lead editorial team, the Publications and Marketing Contractor will:

- Coordinate review of post pitches and assignment of blog essays to editors and ensure timely publication (from pitch to published piece).
- Organize and lead monthly meetings with the Lead Editorial Team and once yearly editorial training opportunities.
- Together with the Executive Director and Board President, recruit and support volunteer editors (currently 26) sustainably, accessibly, and inclusively.
- With the Lead Editors, suggest and implement changes to blog policies, procedures, and editing style. Includes as needed review of blog editing guidelines.
- Manage author communication as needed, especially as it relates to pitch revisions, rejections, and notice of final publication.
- Coordinate occasional optional professional development workshops for volunteer editors.
- As skills and capacity allow, occasionally edit blog posts (developmental editing), in collaboration with a second editor, including when volunteers need to step away temporarily or when volunteers are at capacity.

Coordinate organizational social media accounts (approx. 5 hours/week)

To provide centralized coordination and efficiencies, the Publications and Marketing Contractor supports implementation of NCPH's social media plan for NCPH's team of social media volunteers.

- Work with Instagram Manager to coordinate Instagram takeovers with members of the NCPH community and source new takeovers.
- Post to NCPH's other active social media accounts (currently Facebook and Twitter) and liaise with volunteers on those platforms to ensure posting of regular and quality content, both regarding NCPH internal information and articles relevant to the field.
- Design graphics using NCPH's Canva account to accompany social media posts as needed.
- Coordinate the sharing of information between these platforms and NCPH's other methods of communication with members: our weekly *Public History News Update* email blast and the front page of ncph.org.

- As time allows, look into optimizing our social media plan and investigate other social media and marketing strategies.

Assist with *Public History News* production and printing (approx. 10 hours over two weeks, every three months)

To ensure on time production and relevant content for quarterly delivery of *Public History News*, the organization's official newsletter for members. To support this work, the Publications and Marketing Contractor will:

- Communicate with regular newsletter authors and advertisers regarding upcoming deadlines.
- Provide editing and layout support for the Executive Director in preparing files for the newsletters.
- Help source images for content.
- Recruit authors and content of interest to NCPH members for publication.

Required Qualifications

Bachelor's degree in history, public history, museum studies, or a closely related field. Three years of professional level experience in a public history institution/office, or related work in an association/cultural nonprofit. Direct experience with editorial work, marketing, and/or social media management in an unrelated field also fulfills this requirement.

Excellent communication skills. Strong customer service skills. Ability to maintain productive relationships with multiple stakeholders. Ability to manage multiple projects at the same time with attention to detail. Knowledge of virtual media, including social media networks, mobile devices, and online communication. Knowledge of historical practices/methods and professional skills or abilities related to one or more of the following: archives, libraries, historic preservation, historic site interpretation, museum exhibits/curation, fundraising, cultural tourism, historical consulting, archaeology, cultural resource management, or oral history. Knowledge of Microsoft Word and Excel. Some experience with basic graphic design is preferred but not required. Experience with, or willingness to learn to use, WordPress.

Compensation and Contract Details

This contract position is entirely remote, reports to the Executive Director, and works in close collaboration with the Membership Coordinator. This is a maximum 20 hours per week contract position with no benefits and a pay rate of \$22/hour. The position has the potential to grow as resources allow. This contract would run for up to 18-months with potential for renewal, or shifting into staff position status.

To apply

Submit a resume and cover letter via email to ncph@iupui.edu by **July 17, 2023**. Review of applications will begin immediately and interviews will be conducted virtually unless requested otherwise.

Anticipated start date as early as August 1, 2023 and no later than September 1, 2023.

Questions? Contact NCPH staff via ncph@iupui.edu.

NCPH Mission Statement

NCPH inspires public engagement with the past and serves the needs of practitioners in putting history to work in the world by building community among historians, expanding professional skills and tools, fostering critical reflection on historical practice, and publicly advocating for history and historians.