

Digital Marketing Coordinator

Job Description

Thames River Heritage Park (TRHP) is looking for a talented individual to coordinate digital marketing in our growing non-profit organization. TRHP is a collection of national and historic sites in Groton and New London, Connecticut, linked by water which capture the history and culture of life along the Thames River. It's a new kind of state park — one without boundaries. In this position you play a critical role to connect, support, sustain and promote Thames River Heritage Park - a collection of national and historic sites in Groton and New London, Connecticut, linked by water which capture the history and culture of life along the Thames River. It's a new kind of state park — one without boundaries.

RESPONSIBILITIES

Digital Marketing

Social Media – Strategy, Posts, Calendar, and Reporting

- Develop annual social media strategic plan for the fiscal / calendar year by November 1, of the previous year.
- Create monthly social media calendar by the 15th of the previous month for review by ED.
- Schedule approved calendar posts.
- Provide monthly analytics report and analysis. Include the following data:
 - Number of posts and summary of topics, focus, or theme
 - People Reached
 - Engagement
 - Distribution Score
- Summary – include total number of people reached, engagement, and distribution scores along with average and mean data and note any patterns – days of week, time of day, type of content, etc. with best response and engagement rates.

Calendars: TRHP Google, Calendar of Regional Events (ChamberECT, VisitCT, CT Humanities, CT League of History Organizations (CLHO))

- Maintain TRHP Google calendar with partner event posts with weekly updates from partner website.
- Post [TRHP events](#) (tours, lectures, etc.) to [C.O.R.E.](#), [VisitCT](#), [CT Humanities](#), [CLHO event calendars](#)
- Monitor [TRHP events](#) page and [C.O.R.E.](#), on a weekly basis to ensure partner events include Thames River Heritage Park tag. Follow up with C.O.R.E. administration to request the addition of tags as needed and cc appropriate partner site contact.

Website

- Monitor [TRHP events page](#) to ensure partner listing on C.O.R.E. are included
- Create monthly/weekly events eblast blog post and assist with other blog posts upon request.
- Provide monthly analytics report and analysis.

Electronic Communications

Off Season Monthly E-blasts

- Develop monthly “Month in the Park” e-blast with a listing of TRHP and partner events by the 15th of the previous month for review by ED.
- 4-5 days prior to the 1st of the month, double check C.O.R.E. and partner sites for updates to schedule.
- Schedule e-blasts for Tuesday or Thursday between 8:00 AM – 9:00 AM

In Season Weekly E-blasts

- Develop weekly “This Weekend & Week in the Park” e-blast with a listing of TRHP and partner events by Friday of the previous week.
- By close of business on Tuesday, complete any updates to the e-blast after double checking TRHP calendar and C.O.R.E. and partner sites changes/additions.
- Schedule distribution for the e-blast on the upcoming weekend and following week on Thursday between 8:00 AM – 9:00 AM.

Targeted Marketing E-blasts

- Develop e-blasts to promote group tours and charters targeted to specific groups using tags in Constant Contact.
- Upon approval schedule e-blast for Tuesday or Thursday between 8:00 AM – 9:00 AM

In Season Tour Posts – Shopify and/or website

- Coordinate the posting of tours in Fare Harbor with the FH support team
- Monitor registration
- Provide on-going communication between ticket holders and Park
- Communicate registration to boat operator, waterfront coordinator and ED.

Data Bases

- Maintain TRHP databases using Constant Contact as the primary data set until further notice.
 - Ensure that email addresses have first and last names if available in the email address
 - Update listings for board of directors, partner sites, institutional partners, sponsors, etc. using tags
- Review and clean up data in Constant Contact on a quarterly basis.
 - Export list of contacts to Google Drive to a Constant Contact file and save with date of export
 - Delete bounced or expired email addresses.
- Import contact data from lecture series, docent academy, and other programs and/or lists as data becomes available.

QUALIFICATIONS & SKILLS - must have:

- Excellent interpersonal and communication skills.
- Excellent organizational and project management skills.
- Proficient in Microsoft Office, Google Suite, Constant Contact and proficiency in learning new technology tools.
- Good customer service skills.
- The right candidate must be a self-starter with an entrepreneurial spirit, able to ride on boats and have experience working with the public, preferably in tourism or travel trades.
- Experience with boating and an interest in American history a big plus.

REPORTS

This parttime contracted position reports to the executive director.

HOURS

Require some weekend hours in season (May-September). Interested candidates should send a cover letter and resumé to Catherine Foley, executive director – cfoley@thamesriverheritagepark.org