

ICOMOS-USA
World Heritage USA Monuments Toolkit Project
Media and Marketing Program Associate

Salary: \$55,000

Location: Remote

ICOMOS-USA seeks a Media and Marketing Program Associate for a three-year appointment to our Monuments Toolkit Project team. The ideal candidate will be responsible for managing our online presence, including website maintenance, social media strategy and implementation, and podcast research and development. This role requires a blend of technical skills, creativity, and analytical abilities to effectively engage our audience and promote the Monuments Toolkit Project.

About ICOMOS-USA

The United States National Committee of the International Council on Monuments and Sites (ICOMOS-USA) is part of the worldwide ICOMOS network of people, institutions, government agencies, and private corporations who support the conservation of the world's heritage. For over 50 years, ICOMOS-USA has worked to deliver the best of international historic preservation and heritage conservation work to the U.S. domestic preservation dialogue, while sharing and interpreting for the world the unique American historic preservation system.

As the only U.S. professional preservation organization with a global focus, ICOMOS-USA is the gateway for U.S. professionals to participate in worldwide heritage conservation. With over 700 members, ICOMOS-USA promotes strong ties between national, regional, private, and governmental organizations within the U.S. and the international preservation community.

ICOMOS-USA, along with our supporting organization, World Heritage USA, guides and promotes activities through an extensive membership network of preservation professionals, institutions, and organizations, including specialized scientific committees. ICOMOS-USA also organizes an annual international scientific symposium, an international intern exchange program, and occasional special training courses and workshops.

ICOMOS-USA is a private, non-profit, non-governmental organization with 501(c)(3) status.

About the Monuments Toolkit Project

The Monuments Toolkit Project is a part of a greater Mellon Foundation's Monuments Project initiative. The Monuments Toolkit Project through public programming, publications and technical assistance, facilitates conversations related to monuments of oppression and monuments of contention.

Responsibilities

The Media and Marketing Program Associate will work alongside the Monuments Toolkit Project department, the ICOMOS-USA Communications Manager, and the Communications Committee to:

- Maintain digital content for the app, website, and social media related to the Monuments Toolkit Project.
- Curate social media channels for the project that attracts a wide audience and encourages engagement with the Monuments app and website.
- Produce graphics for internal and external communications.
- Manage Podcast and assist with webinar program.

- Handle all media relations included but not limited to:
 - media networks as needed
 - drafting press releases
 - cultivating relationships with local media and Universities in project areas (nationally)
- Other duties as assigned

Qualifications

The ideal candidate will have:

- At least 3 years of experience in digital marketing, social media management, and content creation.
- Bachelor’s degree in Marketing, Communications, Media Studies, or a related field.
- Interest or experience in working in diversifying and decolonizing heritage practice
- Advanced knowledge of Adobe Creative Suite, including Adobe Premiere and Adobe Audition
- Advanced knowledge of WordPress
- Strong Graphics Skills
- Proven experience in digital marketing, social media management, and content creation.
- Strong knowledge of SEO, Google Analytics, and social media analytics tools.
- Excellent written and verbal communication skills.
- Personable and professional with experience working with individuals from diverse backgrounds and experience working with marginalized communities

This position is a salaried position expected to work 40 hours per week including occasional evenings and weekends for travel and meetings. Evening and weekend hours are adjusted for time off during regular working hours. This is a temporary position supported by grant funding with a three-year maximum appointment.

Benefits:

Full-time benefits include 11 Paid Holidays and 10 days of annual leave, which increases to 15 days of annual leave in the second year of employment. This position will also include an annual stipend of \$3,500/year, paid out biweekly, to offset insurance costs.

Diversity/Inclusion Hiring Statement:

ICOMOS-USA is committed to inclusive hiring practices and building an environment that welcomes and celebrates diversity. Members of our hiring team have all completed diversity training and we are committed to promoting a safe, welcoming, and productive hiring practice and working environment.

To Apply:

Please submit a cover letter, resume, and portfolio. The portfolio should contain examples of digital marketing, social media management and content. Application materials should be sent to: manager@worldheritageusa.org with the subject line “Media and Marketing Program Associate.”

We encourage all interested applicants to apply. **The deadline for applications is July 22, 2024.**