

**Organization:** Historic Fort Worth, Inc. (HFW)

**Position Title:** Marketing Director

**Position Location:** Part time to full time in the office and working from home

In coordination with any marketing committee of the Board and the Executive Director, the Marketing Director establishes an overall marketing plan for HFW to reach new audiences, to maximize its return on special events, to increase the rental of its house museums, to develop monthly updates for the public on ways to connect with HFW, to fund its work, and to build the awareness of the inherent value of historic preservation.

Either working independently or with others, the Marketing Director will develop invitations and other products to promote HFW events and the growth of its audiences including updates of HFW’s web content, social media profiles, and to assist with the development of publications and other creative tasks.

**Reports to:** Executive Director

**Position Qualifications Guidelines:**

The Marketing Director must:

* Be a graduate from an accredited college or university with a degree in marketing, design or a related field.
* Enjoy working with the public. Must possess excellent administrative, technology, and communication skills.
* Possess a demonstrated ability to work in harmony with a variety of people, and to interface professionally with the various publics connected to HFW. Must be cordial when addressing or answering the public.
* Be self-motivated with a passionate interest in the preservation of historic structures, landscapes, neighborhoods, art, photographs, and objects.
* Have a sincere appreciation of HFW’s mission.
* Be self-directed and self-disciplined to work independently, yet of sound judgment and practical approach to assure good working relationships with all interested parties, including the HFW Board.
* Be a team player who understands and practices the service, support, and client satisfaction concepts required for decision by consensus vs. decision by dictate.
* Be knowledgeable in the following software programs:

Microsoft Office programs including Word, Excel, PowerPoint, and Outlook

Wordpress website tools, Adobe Creative Cloud programs including InDesign, Photoshop, Illustrator and Acrobat.