

Marketing and Events Manager

Job Responsibilities:

Primary Role:

Lead and execute comprehensive marketing and event strategies to promote the Historical Society of Palm Beach County (HSPBC) and the Richard and Pat Johnson Palm Beach County History Museum. This role is essential in elevating brand visibility, engaging the community, and ensuring the success of all institutional programs and events.

Marketing & Communications

- Develop and implement cohesive marketing plans for all events, exhibitions, and educational programs.
- Manage the production of promotional materials including digital assets, email campaigns, and print collateral.
- Oversee social media content calendar and execution across all platforms to ensure consistent messaging and branding. Grow all platforms with overall engagement quarterly.
- Maintain and update website content to reflect upcoming events, exhibitions, and news.
- Track marketing analytics and engagement metrics to evaluate campaign effectiveness.
- Promote organization through print and digital calendar listings.

Event Coordination

- Lead the planning and execution of all public, donor, and educational events, including:
 - Grand exhibitions (e.g. *Wish You Were Here*)
 - Annual Archival Evening Gala
 - Public programs and lectures
 - Donor cultivation events (e.g. 1916 Society gatherings)
 - Cocktails in Paradise
 - Heritage Month Events
 - Evening on Antique Row
 - Private events at the Historic Courthouse (e.g. weddings and receptions).
- Coordinate logistics including timelines, vendor management, permits, RSVPs, rentals, catering, and production.
- Create and manage run-of-show documents and staffing plans for all events.
- Serve as the main point of contact for internal and external event stakeholders.
- Work closely with the Development and Education teams to align events with fundraising and engagement goals.
- Manage event listings on booking platform.

Institutional Branding & Support

- Ensure brand consistency across all platforms and materials.
- Assist with the creation of museum signage, season guide, flyers and wayfinding for exhibitions and events and other graphics as needed.
- Support partnerships with corporate sponsors, media outlets, and community partners.

Qualifications:

- Bachelor's degree in marketing, Communications, Event Management, or related field.
- 5+ years of experience in marketing, event planning, or a related role.
- Proficient in Microsoft Office Suite, Adobe and marketing tools (e.g., Constant Contact and Canva), Constant Contact and WordPress.
- Strong organizational and multitasking skills.
- Excellent writing, editing and communication skills.

Preferred Skills:

- Experience with FareHarbor and DonorSnap.
- Graphic design

Schedule & Work Environment:

- Schedule: Monday – Friday 9:00 – 5:00 PM, with special events and evenings as needed.

Compensation & Benefits:

- Salary Range: \$75,000-\$85,000 based on experience
- Paid time off and holiday pay
- Retirement savings plan with company match
- Opportunities for professional development

Please send a cover letter and resume to Sharon Poss at sposs@pbchistory.org