

Unlocking Our Past. Securing Our Future.

Position: Community Outreach Liaison

Details: In-person, full-time, \$35,000 annual salary

Supervisor: Executive Director

Position Overview: Greenbrier Historical Society is looking for an individual with excellent communication skills who loves to interact with the public to serve as our Community Outreach Liaison. Experience with marketing, fundraising, event planning, and making connections is vital for success in this role.

Primary Duties:

- Developing and designing physical and digital marketing material to advertise for events, exhibits, and other GHS programming.
- Maintaining a clear marketing schedule to ensure timely advertisement through social media postings and the distribution of physical marketing material.
- Working with GHS staff and board members to coordinate volunteer needs and manage volunteer recruitment and training. This includes coordinating individual and group volunteers by scheduling, assigning tasks, tracking hours, and following up post-volunteer.
- Directing the development, planning, and implementation of community-centered programming, including fundraising events, membership drives, planned giving events, etc.
- Securing funding through grants, sponsorships, donations, etc. and identify potential revenue/funding sources as necessary.
- Managing GHS membership through Little Green Light. This includes managing current and new membership communication, coordinating renewals, maintaining accurate records, and implementing outreach strategies to grow and retain membership.

Secondary Duties:

- Attending and participating in other organizations' events as a GHS representative.
- Staffing the reception desk (greeting visitors, answering the phone, giving tours, directing people to the archives, selling gift shop merchandise and memberships, etc.).
- Making and maintaining connections within the community and fostering good interpersonal relations with museum visitors, members, staff, board members, volunteers, etc.
- Completing other tasks as assigned.

Minimum Requirement:

Ideal candidates will have an educational or experiential background in Communications, Business, or Marketing. Technical skills, such as website editing (WordPress), designing marketing material (Canva), membership software management (Little Green Light), digital communication (MailChimp), and an overall proficiency with computers is necessary for success in this role. Fundraising and grant writing experience is also highly preferred.

Successful applicants should also have an interest in the history of the Greenbrier Valley, enjoy interacting with visitors, be able to work both independently and as part of a team, and demonstrate the ability to conduct oneself in an open, friendly, and professional manner at all times.