



TITLE: Marketing Coordinator
SUPERVISOR: Director of Advancement
CLASSIFICATION: Non-Exempt, Full-Time, Non-Emergency

Tudor Place Historic House & Garden's **Marketing Coordinator** is an integral member of the advancement department, supporting audience growth, engagement objectives, and revenue goals through marketing, communications, and editorial content creation.

The coordinator works closely with the advancement team and colleagues across Tudor Place to develop and execute integrated marketing and communications for programs, events, membership, fundraising initiatives, and institutional priorities. Serving as a day-to-day steward of the Tudor Place brand, the coordinator helps ensure that messaging, editorial voice, and visual presentation remain consistent, accurate, and aligned with institutional standards across all audience touchpoints. This hands-on role manages daily marketing across social media, email, website, print, and other channels while monitoring audience and campaign performance to strengthen acquisition, engagement, and conversion.

RESPONSIBILITIES

Audience Growth & Engagement

- Build visibility and generate interest by connecting Tudor Place with timely and relevant cultural conversations, emerging audiences, and relevant communities.
- Develop strategies to attract new audiences, deepen engagement, and expand Tudor Place's reach.
- Support constituent journeys that deepen relationships over time, including visitor-to-member and member-to-donor pathways.
- Track audience and campaign performance to strengthen engagement and conversion.
- Develop fundraising campaign materials, landing pages, email communications, social media content, and other touchpoints.
- Strengthen calls-to-action and digital pathways that encourage audiences to visit, join, participate, or give.

Content Creation & Brand Stewardship

- Translate Tudor Place's history, collections, gardens, programs, and priorities into accessible, accurate, and engaging stories; create compelling content for email, social media, website, print, and other communications.
- Draft, edit, schedule, and distribute membership, fundraising, event, and institutional communications.
- Maintain Tudor Place's voice, editorial standards, brand, and visual identity across channels.
- Revise and distribute the Tudor Place Style Guide as needed; provide copyediting assistance.

Marketing Coordination, Analytics & Team Support

- Maintain departmental marketing project workflow tracker and serve as primary point of contact for marketing requests.

- Manage day-to-day social media, email marketing, and website updates using platforms including Buffer, Constant Contact, and WordPress.
- Design and coordinate digital and print marketing materials, including invitations, flyers, postcards, signage, advertisements, and promotional collateral.
- Coordinate promotion of programs, events, exhibitions, tours, membership, fundraising initiatives, and other institutional priorities.
- Identify strategic platforms, partnerships, and promotional opportunities.
- Maintain event and marketing calendars, and distribute information through community calendars, media outlets, tourism organizations, and promotional partners.
- Monitor campaign results and identify opportunities to improve acquisition, engagement, conversion, and retention.
- Track performance across email, social media, website, and marketing initiatives and prepare regular reports for the Director of Advancement.
- Use analytics and audience insights to recommend improvements to content, communications, segmentation, and marketing.
- Coordinate deadlines, approvals, assets, and deliverables across multiple concurrent projects.
- Communicate project status, anticipated challenges, and resource needs to the Director of Advancement.
- Other duties as assigned.

EXPERIENCE & EDUCATION REQUIREMENTS

- Bachelor's degree in Marketing, Communications, Public Relations, Journalism, Museum Studies, Arts Administration, or related field preferred.
- 1–3 years of experience in marketing, communications, audience development, digital engagement, or a related field; relevant internships or early-career experience may be considered.
- Demonstrated experience creating and executing digital and print marketing communications.
- Experience with social media, email marketing, website content management, and digital analytics.
- Experience working in a nonprofit, museum, cultural organization, tourism, hospitality, or related environment preferred.

KNOWLEDGE, SKILLS & ABILITIES

- Strong writing, editing, storytelling, and visual communication skills.
- Knowledge of audience acquisition, engagement, and digital marketing practices.
- Proficiency with social media management, email marketing, and website content management tools; experience with Buffer, Constant Contact, WordPress, Canva, or comparable platforms preferred.
- Excellent project management and organizational skills, including the ability to prioritize tasks, manage multiple deadlines, and ensure accuracy.
- Ability to analyze audience and campaign data and translate insights into actionable recommendations.
- Ability to work collaboratively across departments and as part of a small Advancement team while also working independently.
- Ability to act as a brand ambassador and promoter of Tudor Place's mission and programs.
- Appreciation for the fast-paced environment of a small nonprofit museum and for history, gardens, arts, and cultural storytelling.

COMPENSATION & BENEFITS

Compensation is based on experience. Salary range: \$45-48K

Tudor Place provides excellent benefits to employees, including paid leave, paid holidays, free on-site parking and a staff Museum Shop discount for all employees; life insurance and medical benefits are available to full-time employees.

TO APPLY

Please email Helen Hubbard-Davis, Director of Finance & Administration, at careers@tudorplace.org with resume and cover letter. Please include '**MARKETING COORDINATOR**' in the subject line.

Tudor Place is an Equal Opportunity Employer