



## JOB POSTING

### Read House & Gardens Marketing and Events Coordinator

**REQUISITION #:** RH-210806  
**WAGE/SALARY:** Starting \$37,500–\$41,000, commensurate with experience  
**POSITION STATUS:** Full-time with benefits  
**POSTING PERIOD:** August 6, 2021, until position is filled

#### ABOUT THE ORGANIZATION:

The Delaware Historical Society (DHS), founded in 1864, preserves, promotes, and shares Delaware’s history in a welcoming environment to educate, inspire, and empower people and communities. DHS is an independent, non-profit, non-government historical society founded in 1864. It stewards 9 historic buildings, 8 of which are in Wilmington and straddle the 500 block of Market Street. The ninth is the “Gem of Old New Castle,” the George Read II House & Gardens, situated adjacent to the First State National Historical Park and overlooking the Delaware River.

The Read House & Gardens (RH&G) comprises a 14,000-square-foot mansion built between 1797 and 1804 and formal gardens added in 1847–48. As an outstanding example of Philadelphia federal-style architecture, it was designated a National Historic Landmark—the highest level of significance—in 2017. George Read II was the first U.S. Attorney for Delaware, and his father was a signer of the Declaration of Independence and the Constitution, as well as a governor, U.S. senator, and chief justice in Delaware. Under the stewardship of Philip and Lydia Chichester Laird in the 20th century, the house and grounds became a noted example of colonial revival taste and appeared widely in lifestyle and design publications. The Delaware Historical Society assumed ownership of the site upon Lydia Laird’s death in 1975 and undertook a state-of-the-art restoration and furnishing campaign during the 1980s.

Through experiential programming and collaborative initiatives in the decorative, fine, and performing arts as well as in horticulture, it serves as an inspiration and gathering place for people of many identities. Its public offerings invite onsite and remote audiences to deepen their reflection on the layers of history in contemporary society. The RH&G is situated within with local, regional, national, and global historical narratives and continues to engage audiences on all four levels.

#### GENERAL INFORMATION:

The Delaware Historical Society is seeking a dynamic and forward-thinking individual to join the team of the Read House & Gardens (RH&G) as **Marketing and Events Coordinator**. This individual will bring together three related functions: 1) help to tell a cohesive and compelling brand story for the Read House as a unique platform advancing the DHS mission; 2) provide the planning and coordination necessary to produce excellent RH&G public programs that grow our audiences; and 3) manage targeted RH&G retail operations that strategically reinforce visitor experience and audience development. This hire marks a key moment in organizational growth, in which several years of rebuilding and re-

engagement in the community have situated the RH&G brand for wider recognition in local, regional, and national market segments.

Responsibilities include digital media management and content-creation, audience development strategy, event-planning and vendor management for large- and small-scale public programs, management of a small museum store, and ad hoc support for other areas of RH&G operations. The RH&G Marketing and Events Coordinator will report to the Director of the George Read II House & Gardens and work closely with the RH&G Curator of Education, as well as with a Graphic Design Coordinator, Digital Initiatives Coordinator, and other key staff based at the main DHS offices in Wilmington.

The successful candidate must demonstrate a history of excellence in producing public-facing content, as well as a commitment to inclusivity and to the work of making our museum assets open and accessible to a diverse audience.

### **POSITION RESPONSIBILITIES:**

- Manage and grow the RH&G brand on Instagram and Facebook, including content generation (with knowledge-based support from relevant staff members).
- Work with the Digital Initiatives Coordinator to optimize and maintain the [readhouseandgardens.org](http://readhouseandgardens.org) website.
- Work with RH&G and Wilmington-campus staff to assess, develop, and implement strategy for audience development .
- Coordinate targeted email campaigns.
- Cultivate productive relationships with tourism organizations.
- Plan and coordinate the logistics of onsite and virtual programs, including managing vendor relationships.
  - Scale of these events ranges from simple virtual programs to a signature annual event known as *Read House & Gardens LIT for the Holidays*, which comprises an exhibition of up to 20 window displays by contemporary artists as well as an outdoor experience with catered food and drink, holiday lights, music, etc., and multiple sponsors.
- Manage RH&G retail operations, working with the Director and Curator of Education to leverage the RH&G museum store for the benefit of visitor experience, audience reach, and audience retention.
- Manage occasional garden venue rentals (typically weddings).
- Assist with other operational needs as required, including but not limited to occasional maintenance of museum, reception, and staff areas.

### **EDUCATION AND EXPERIENCE:**

- Bachelor's degree, preferably in marketing, communications, business, or a related field.
- Minimum of one to two (1–2) years' experience in digital marketing; experience in event-planning and coordination a plus.
- Photography and photo/video-editing skills preferred.
- Proven experience in social media marketing across a variety of platforms.
- Demonstrated project organization skills.
- Mastery of written and verbal communication skills.
- Ability to work within a team environment, including across departments and campuses.

### **PHYSICAL REQUIREMENTS:**

- Must be able to navigate stairs in a large historic house and traverse uneven ground in the gardens.
- Must be able to adapt to high-pace environments, occasionally moving and/or lifting up to 25 lbs.
- Must be able to work in indoor and outdoor environments.
- Must be able to maintain regular, punctual attendance, including occasional evening and weekend hours as needed.

### **HOW TO APPLY:**

Please send **RESUME, COVER LETTER, EXAMPLES OF PAST WORK** and **3 PROFESSIONAL REFERENCES**.

- **Option #1:** via e-mail to [HR@dehistory.org](mailto:HR@dehistory.org). Be sure to reference job requisition # RH-210806 in the subject line.
- **Option #2:** via U.S. Mail: Delaware Historical Society, ATTN: HUMAN RESOURCES - # RH-210806, 505 North Market Street, Wilmington, DE 19801.

No telephone calls.