Director of Communications for Hancock Shaker Village

Hancock Shaker Village is looking for a dynamic Director of Communications who will be responsible for all communications, media & marketing for the museum. The full-time position involves promoting Hancock Shaker Village and its activities to diverse audiences, including the media, region, general public and historic and education communities.  An integral part of a small collaborative leadership team, this individual will be responsible for communicating Hancock Shaker Village to the public through online communications, advertising, print communications, and other forms the ideal candidate may dream up.  We're looking for a smart, entrepreneurial thinker who can convey the wonder of this unique historic property that dates back to 1783, and connect the story of the Shakers to the world today.  The ideal candidate should be a strategic thinker with excellent verbal, written and organizational skills who can creatively deploy limited resources to maximum effect.

*Duties include, but are not limited to*:

* Writing, proofing, editing and marketing the museum and its programs for the museum's website, social media, and printed publications.
* Ensuring that all external communications are accurate, persuasive, and consistent with the brand's voice.
* Developing web and social media content that heighten local presence and national visibility of the museum, and pitching stories and expanding media relations to secure print, TV/radio and Web features, interviews and reviews locally, regionally, and nationally.
* Building the Hancock Shaker Village brand through innovative strategies that help provide a foundation for fundraising, graphic design, and social media marketing.
* Building/maintaining effective working relationships with journalists, influencers, and members of the news media, and creating powerful original content that delivers results through fresh storytelling
* Overseeing visitor research and audience segmentation strategies, and analyzing data and making/implementing recommendations for an engaged audience, servicing visitor needs, and optimizing ongoing growth
* Working collaboratively with a smart, engaged leadership team to develop and manage an integrated plan of programs and marketing that will enhance the image, broaden the reach of programs, diversify attendance and develop new audiences

We are a vibrant living history museum, and more - the oldest working farm in the Berkshires, a National Historic Register site that was around before the Treaty of Paris was signed, a place of reflection that celebrates the Shakers' progressive attitudes towards gender and racial equality, pacifism, and sustainability, and a stunningly beautiful village that offers history, music, dance, art, ideas, contemplation, and great food.  "There's as much reverence in pulling an onion as there is in singing hallelujah," said one Shaker, and we do a bit of both.

Bachelor's degree required, and prior experience in communications is favored.  Excellent writing, organization, and public speaking skills vital.  Working knowledge of WordPress, Microsoft excel, PowerPoint, social media interfaces, and social media scheduling apps essential.  High attention to detail and the ability to manage multiple projects.  Basic knowledge of graphic design and coding a plus, as is a strong interest in history, arts, and/or culture.  Ability to work some weekends in season and evenings as needed.  If you are mission-driven, love history and culture, and take pride in working hard with a dedicated team, we hope you will apply.  Hancock Shaker Village is an equal opportunity employer.  Please submit resume, cover letter, and writing samples to lpizani@hancockshakervillage.org or in writing to Leslie Pizani, Hancock Shaker Village, and P.O. Box 927, Pittsfield, MA  01202. Hancock Shaker Village is an EEO.