



info@revolutionaryspaces.org
TEL 617.720.1713

310 Washington Street
Boston, MA 02108

RevolutionarySpaces.org

Marketing Assistant Job Description

Position: Marketing Assistant
Supervisor: Director of Marketing & Communications
Type: Full-time, exempt
Salary: \$60,000 to \$65,000
Target Start Date: ASAP

Organization Overview

Formed in January 2020, Revolutionary Spaces brings people together to explore the ongoing American struggle to create and sustain a free society as singularly evoked by the two national treasures we care for—Boston’s Old South Meeting House and Old State House.

Constructed in 1713, the Old State House was the center of royal government in the Massachusetts Bay colony and the focal point for many of the Revolution’s most dramatic events. It was here that the Boston Massacre occurred in 1770. Built in 1729, the Old South Meeting House was the largest building in colonial Boston and the site of the most stirring mass meetings that led to the American Revolution, including the gathering that led to the Boston Tea Party.

Today, these historic Freedom Trail sites and museums—located just two blocks from each other in the heart of downtown Boston—provide thought-provoking exhibits, compelling tours, exciting educational offerings, and engaging public programs. We are dedicated to creating experiences for our audiences that not only deepen understanding of the past, but also provide a fresh perspective on the world we live in today and help us create new ideas and tools to build a more just and equitable tomorrow.

Revolutionary Spaces is an equal opportunity employer. We center our work on the following values:

- **Inclusion:** We are dedicated to diversity, equity, and inclusion and ensuring accessibility on multiple dimensions.
- **Relevance:** We are dedicated to creatively linking lessons of the past with the interests and concerns of Boston’s diverse communities today.
- **Boldness of thought:** We address challenging topics and promote understanding in response to controversy.
- **Engagement:** We encourage people to engage, add their voices to today’s debates, and collaborate with others to discover new ways of thinking.

About the Position

Reporting to the Director of Marketing & Communications, the Marketing Assistant will provide support in the key areas of content development, advertising and promotion, graphic design, branding, and marketing administration. This role will assist in creation of written and visual content for Revolutionary Spaces's website, social media platforms, and email marketing campaigns, promoting all areas of the institution, including museum admission, exhibits, development, and public programs. This individual will also oversee administrative functions related to marketing contracts, expenses, and reporting.

Key Responsibilities:

Content Development

- Assist in the development and implementation of yearly content calendar for all website, email, and social media content.
- Update website, social media channels, and other external sites as needed, keeping information about Revolutionary Spaces current, accurate, and consistent.
- Draft, edit, and/or proofread written content, such as blog posts, press releases, and email copy.
- Create basic graphics for website, email, and social media use.
- Assist in the building and distribution of email marketing campaigns.
- Develop and schedule consistent social media content to maintain an active presence on Instagram, Facebook, LinkedIn, Twitter, and YouTube.
- Embrace other content development responsibilities as needed.

Advertising and Promotion

- Post all Revolutionary Spaces activities, such as events and exhibits, to various event listing websites in a timely manner.
- Oversee the registration process for various public programs and events, working closely with other departments to meet attendance goals.
- Provide marketing support at various public programs or events.
- Create and distribute print materials to off-site locations and local partners.
- Manage contracts with advertisers to ensure timely promotional placements and vendor payments.
- Work collaboratively with outside vendors including graphic designers, website developers, and photographers/videographers.
- Embrace other advertising and promotion responsibilities as needed.

Marketing Administration

- Oversee film and media requests, coordinating with other departments as needed.
- Assist in the tracking and timely submission of marketing-related expenses.
- Maintain inventory of print and digital marketing materials and brand assets.
- Track monthly website, social media, and email campaign analytics and make recommendations for improved visibility.
- Monitor marketing-related email inboxes and reply to inquiries in a timely manner.
- Collect all contact information from public programs, events, ticket sales, and other databases, formatting them for inclusion into CRM systems.

- Manage and monitor staff requests for marketing support.
- Attend virtual and in-person meetings, both internally and with external partners.
- Provide customer support as needed to all ticket buyers and event registrants.
- Embrace other marketing administration responsibilities as needed.

Qualifications

- Bachelor's degree (or equivalent experience) in marketing, communications, business administration, or related field
- Minimum of three years of experience in marketing or similar role
- Proven experience managing marketing campaigns and initiatives with an emphasis on precision and organization
- Exceptional attention to detail with the ability to produce work that meets brand standards and quality expectations
- Capability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment
- Proficiency in marketing tools and software such as Google Workspace, Constant Contact, Hootsuite, Canva, and/or WordPress
- Excellent writing and verbal communication skills
- A keen eye of for graphic and typographic design
- Capacity to work occasional nights, weekends, and holidays
- Interest in or knowledge of Revolutionary-era history is preferred

Physical Requirements

Candidates will be expected to work out of offices and historic sites in downtown Boston for a minimum of three days per week. Some staff offices are located on the third floor of a 300 year old historic building without an elevator. Candidates should be able to carry equipment and supplies up and down stairs.

Benefits

Health insurance; Flexible Spending Accounts (FSA); Long-term disability/AD&D, and life insurance; Generous paid time off schedule; 403b with 5% match after one year; and free admission to many local museums.

Application Requirements

To apply, please email a cover letter and resume to marketing@RevolutionarySpaces.org with "Marketing Assistant" in the subject line. Candidates who move forward in the interview process may be asked to submit design and/or writing samples.