



## COMMUNICATIONS AND OUTREACH SPECIALIST

*Job opportunity at the Washington Trust for Historic Preservation*

**Program:** Maritime Washington National Heritage Area

**Location:** Flexible within Washington State. The Washington Trust for Historic Preservation maintains offices in Seattle, but candidates may live anywhere in/near the Maritime Washington National Heritage Area.

**Salary Range:** \$55,000-65,000

**Position Type:** Full-time exempt

**Benefits:** Medical, vision, and dental insurance; a retirement program; and paid time off including holidays, vacation, and sick time

**Travel Required:** Yes, estimated 10%

**Reports to:** Maritime Washington Program Director

### TO APPLY

Please e-mail your resume and a cover letter describing how your experiences and interests fit with the Communications and Outreach Specialist job responsibilities and qualifications to [info@preservewa.org](mailto:info@preservewa.org) with the subject line "Maritime Communications and Outreach Specialist." References may be requested at a later time. In your email, please include your preferred pronouns.

- Application deadline: March 10, 2023
- Expected start date: May 1, 2023

Please contact Maritime Washington Program Director Alex Gradwohl at [alex@preservewa.org](mailto:alex@preservewa.org) with any questions about this position.

# ABOUT THE MARITIME WASHINGTON NATIONAL HERITAGE AREA

Spanning 3,000 miles of Washington State's saltwater shoreline, the new Maritime Washington National Heritage Area recognizes our state's unique and diverse maritime cultures. This heritage area builds partnerships and increases collaboration to support our coastal communities in celebrating, maintaining, and sharing their water-based stories. Maritime Washington works to:

- Build a network of cross-sector partners dedicated to advancing and honoring Washington's maritime culture.
- Provide support and resources for communities and Tribes working to enhance and share maritime heritage.
- Share diverse stories and increase visibility of Washington's maritime heritage, past and present.
- Encourage sustainable experiences of maritime heritage for residents and visitors alike.
- Preserve our region's unique maritime identity, resources, and lifeways.

The Maritime Washington National Heritage Area is a program of the Washington Trust for Historic Preservation operated in partnership with the National Park Service.



## ABOUT THE WASHINGTON TRUST

The Washington Trust for Historic Preservation is dedicated to saving the places that matter in Washington State and to promoting sustainable and economically viable communities through historic preservation. We work to build a statewide ethic that preserves Washington's historic places through advocacy, education, collaboration, and stewardship.

### VALUES

**We Are People-Centered.** As we approach our work we will listen to the needs of local communities and adapt our work to the moment. We commit to being:

#### Inclusive

- Amplify the many voices of preservation and heritage in Washington.
- Assess preservation's historic complicity/biases and make change.

#### Proactive

- Be bold, creative, and solutions-oriented.
- Lead the charge in preservation advocacy.

#### Empowering

- Offer tools that enable local community builders to effect change.
- Connect preservation resources to economic recovery.

#### Approachable

- Be the organization you turn to to help save places that matter.
- Bring inspiration, hope, and (dare we say) fun to preservation.

The Washington Trust for Historic Preservation is an equal opportunity provider and employer.

## POSITION OVERVIEW

We're looking for an experienced communications specialist who can take charge of external messaging for the Maritime Washington National Heritage Area—crafting a strong voice across multiple platforms and cultivating an engaged audience for maritime stories, sites, and experiences in our state.

The ideal candidate for this position will be creative and collaborative, interested in both communication strategy and content creation. We're looking for someone who is excited about connecting people with Washington's maritime heritage through storytelling and place-based marketing. They should be an excellent writer with graphic design skills (photography also a big plus!) and an eye for finding compelling stories from throughout a wide region. Maritime Washington is a new program with a big mission, so we're looking for a communications specialist who can take ownership over projects, stay organized, and consistently meet deadlines—all while working collaboratively with a diverse range of community members.

If you're a natural storyteller who is passionate about mission-drive communications and ready to help build a program from the ground up, come join the new Maritime Washington team!

## QUALIFICATIONS

- Excellent and enthusiastic communicator with 3+ years' experience crafting and managing communication strategies, creating engaging content about diverse topics, and cultivating an approachable brand voice.
- Proven track record of growing audiences across social media platforms from the ground up.
- Strong writer, skilled at translating complex or "dry" subjects into engaging, relevant content for public audiences.
- Comfortable soliciting, curating, and collaborating on content from partners, while maintaining a focus on audience needs and interests.
- Solid understanding of key marketing principles and best practices for branding.
- Experience with journalism, interviewing/oral history, digital marketing, and/or tourism promotion a plus.
- Experienced creating designed materials using Adobe Suite.
- General familiarity with backend web management, particularly Wordpress.
- Understanding of and experience working with Tribes a plus.
- Photography skills a plus.
- Passionate about sharing maritime heritage stories and experiences—and excited to join a new National Heritage Area as it takes sail!





## PRIMARY RESPONSIBILITIES

### Develop and implement a communication strategy

- Responsible for all outward-facing communications on behalf of Maritime Washington, establishing a strong, approachable voice for the program across all communication platforms.
- Rapidly grow an engaged audience for maritime heritage in Washington.
- Develop and execute communications and marketing strategy to support five-year goals of Maritime Washington, including management of communications calendar. This will include collaborating with the Washington Trust for Historic Preservation's Development and Communications team, which manages communications for the organization as a whole.
- Own all communications platforms for Maritime Washington, including social media, website, email newsletters, and print collateral.
- Cultivate media relationships to raise the profile of Maritime Washington National Heritage Area and advance its goals.

### Create and curate content across platforms

- Create or coordinate creation of content that shares diverse stories and/or encourages sustainable experiences of maritime heritage in Washington for all Maritime Washington communications channels. This may include:
  - Directly researching and writing stories about modern maritime activities, historical events, or other topics of interest.
  - Managing external content contributors.
  - Soliciting and curating content submissions from partners.
  - Researching and writing travel itineraries.
- Collaborate with partners, Tribes, and local communities on cross promotions and joint storytelling projects, ranging from written articles to videos to live events.
- Assemble messaging toolkits for partners to help amplify messaging and raise awareness of Maritime Washington.
- Basic design of collateral such as flyers, brochures, and posters.

### Other responsibilities

- Collaborate with Program Director on in-person and virtual public events, including logistics, programming, and promotion.
- Serve as a representative of the heritage area at public events as needed.