



60 WASHINGTON STREET, STE 1
BARRE, VT 05641-4209
PHONE: 802-479-8500

VERMONT HISTORICAL SOCIETY

Job Title: Public Relations and Guest Services Coordinator

Pay Grade (VT State equivalent): 20

FLSA Status: Exempt, Full-time

Reports to: Director of Stewardship & Public Relations

Last Revision Date: February 2, 2022

General Description:

The Public Relations and Guest Services Coordinator conveys Vermont Historical Society's story to media, constituents, and the general public via press releases, social media, web content, newsletters, and other such public relations tools as needed. The coordinator also administers VHS retail sales at onsite locations and the online store, and manages the Museum admissions desk, guest service volunteers, and group tour business. This is a full-time, permanent position that requires a Tuesday through Saturday schedule.

Primary Responsibilities:

- Produce and distribute effective and well-written press releases, articles, web content, newsletter materials, and other such public relations tools as needed.
- Coordinate VHS Social Media presence
- Effectively market events, exhibits and programs, including calendar of events promotion.
- Update website as needed
- Perform activities associated with retail venues including ordering merchandise, managing inventory, fulfilling online/mail orders, and creating periodic reports on sales and inventory.
- Actively promote VHS publications.
- Develop effective merchandising schemes at retail venues, including online store and appropriate selection of new titles, in coordination with the Librarian and other staff.
- Assist with the daily operations of the Vermont History Museum, including staffing the admissions desk and opening/closing the facility.
- Recruit and manage guest service volunteers at the Museum.
- Grow adult bus tour business, including appropriate marketing, communicating with bus tour businesses, scheduling tours, and greeting and interacting with groups as needed.
- Other duties as assigned.

Relationships:

The Public Relations and Guest Services Coordinator reports to the Director of Stewardship & Public Relations and works collaboratively with other VHS staff and volunteers.

Environmental Factors:

- Duties are performed in a standard office setting, principally based in Montpelier, Vermont.
- Moderate travel may occur, for which a valid driver's license is required and private means of transportation must be available.
- Occasional evening work may be required.
- Five-day workweek, Tuesday through Saturday.

Required Qualifications & Experience:

- Bachelor's degree preferred.
- Proven experience in a public relations and/or retail environment.
- Ability to lift 30 lbs.
- Excellent verbal and written communications skills.
- The ability to manage online resources and accurately enter data.
- The ability to professionally represent the Society's mission, goals and programs.

Pay and Benefits:

The position offers competitive wages and benefits including:

- Health, dental, and life insurance
- Defined benefit pension plan (required)
- Annual leave, sick leave, personal leave, and paid holidays in accordance with State of Vermont personnel policies.