

**Job Title: Part-Time Special Event & Marketing Coordinator**

Location: Crook Farm, The Bradford Landmark Society: Bradford, PA

Hours: Part-Time (Approximately 15–20 hours/week, various evenings and weekends required)

Reports To: Bradford Landmark Board of Directors

**About Us:**

Crook Farm is a small but vibrant living history museum dedicated to preserving and interpreting the rich cultural and historical heritage of the Tuna Valley and 19th-century rural life. Through engaging programs, interactive exhibits, and community events, we bring the past to life for visitors of all ages.

**Position Summary:**

The Special Event & Marketing Coordinator plays a vital role in promoting the museum and planning engaging events that attract and inspire visitors. This part-time position is ideal for a creative, detail-oriented individual who enjoys both event planning and marketing. Working closely with museum staff and volunteers, the coordinator will help enhance the museum's visibility, grow attendance, and ensure a memorable visitor experience.

**Key Responsibilities:****Special Events (70%)**

- Plan, coordinate, and execute public events, including seasonal festivals, fundraisers, and workshops.
- Manage event logistics, including scheduling, vendor coordination, volunteer assignments, supplies, permits, and setup/breakdown
- Monitor event budgets and report on outcomes and attendance
- Serve as the primary point of contact during events

**Marketing & Promotion (30%)**

- Develop and implement marketing strategies to promote museum programs and events across digital, print, and social media platforms
- Create engaging content for newsletters, press releases, website updates, and social media
- Design promotional materials (flyers, posters, graphics) or work with designers as needed

- Maintain and grow the museum's online presence, ensuring consistent branding and messaging
- Track and analyze marketing metrics to assess effectiveness and make improvements

## **Qualifications:**

- Minimum of 1–2 years of experience in event planning, marketing, or related roles
- Strong written and verbal communication skills
- Experience with social media platforms (Facebook, Instagram, etc.) and email marketing tools (e.g., Mailchimp, Constant Contact)
- Familiarity with basic graphic design tools (e.g., Canva, Adobe Creative Suite) is a plus
- Strong organizational skills with the ability to manage multiple priorities and deadlines
- Enthusiasm for history, education, and community engagement
- Availability to work occasional evenings and weekends as needed

## **Working Conditions:**

- Remote (80%) and on-site work (20%) at the museum (including outdoor events)
- Occasional lifting (up to 25 lbs), standing, and walking during events
- Flexible scheduling with advance notice for special events. 80% remote 20% on-site

## **Compensation:**

- Hourly pay: [~\$17/hour depending on experience]
- This is a part-time, non-exempt position

## **To Apply:**

Please send a cover letter, resume, and two references to [email address] with the subject line “Special Event & Marketing Coordinator Application.” Applications will be reviewed on a rolling basis until the position is filled.

Bradford Landmark Society Crook Farm P.O. Box 1021 Bradford, Pa 16701