



Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

Fraunces Tavern<sup>®</sup> Museum

**Communications & Marketing Coordinator or Manager**

Sons of the Revolution<sup>SM</sup> in the State of New York, Inc. and its Fraunces Tavern<sup>®</sup> Museum

Sons of the Revolution<sup>SM</sup> in the State of New York, Inc. (SRNY) is a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884. SRNY sponsors or participates in numerous patriotic, commemorative and/or historic events through the year together with owning and operating Fraunces Tavern Museum, located at 54 Pearl Street in Lower Manhattan. More information is available below and on the websites of both SRNY and its Museum.

**Reports To:** Executive Director

**Schedule:** Full time, 40hrs/week

**Salary Range:** \$40,000 - \$65,000 (Coordinator or Manager), depending upon level of experience and capabilities

**FLSA) status:** exempt above estimated annual compensation threshold of \$62,400 for New York City in 2024, otherwise, non-exempt.

**Location:** On-site at Museum in Lower Manhattan with some local travel. As noted below, we are willing to consider structuring work hours and schedules to accommodate an individual's circumstances or need for scheduling flexibility, if that can be done consistent with performance of a staff member's responsibilities.

The Communications & Marketing Coordinator or Manager is responsible for managing all aspects of communications and marketing for Fraunces Tavern Museum, as well as for select programs and events of Sons of the Revolution<sup>SM</sup> in the State of New York, Inc. The Coordinator or Manager will work with the Executive Director, fellow staff members, and various SRNY committees of the SRNY Board of Managers in managing these communications and marketing efforts. The Coordinator or Manager will also work with Fraunces Tavern Restaurant in a limited capacity to capitalize on shared marketing and public relations opportunities.

Specific responsibilities include, but are not limited to the following:

**Integrated Marketing:**

- Implement online content messaging strategies across creative communications channels and maintain best practices in audience research, optimization, and development
- Develop comprehensive marketing plans to support the promotion of individual programs, events, and exhibitions
- Work closely with the development department in advancing and aligning fundraising goals with marketing and communications initiatives

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)



## Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

---

### Fraunces Tavern<sup>®</sup> Museum

- Manage all aspects of communicating and marketing Museum programs and events as well work in collaboration with Development & Events staff members to market SRNY events, including the George Washington Birthday Ball black or white tie event to honor George Washington and benefit the Museum in February, the Tallmadge Day Stated Meeting and Optional Dinner in January, the Battles of Lexington and Concord Dinner (including the Fraunces Tavern Museum Book Award Presentation) in April, the Flag Day Parade, Celebration, and Open House in June, Constitution Week Meeting and Dinner, and Nathan Hale Day, in September, and Evacuation Day Dinner in November.
- Oversee the Museum's and SRNY's brand integrity and parameters across all digital and print collateral to ensure conformity to our brand guides; update the guides as required subject to review and approval by the SRNY Board of Managers and relevant committees. This may include the (re)designing of various logos used by the Society, Museum and Fraunces Tavern Restaurant.
- Work with other staff members in building a comprehensive list of community and cultural institutions to work with on cross-promotional, sponsorship, and program opportunities, and working with such institutions as appropriate.
- Work with and manage as part-time, seasonal intern to assist the Manager with their responsibilities.

#### **Electronic Communications:**

- Supervise the operation, upkeep and security of the Museum's automated marketing platform (Mailchimp), including email list maintenance for General Data Protection Regulation (GDPR) compliance
- Maintain the publication calendar for all emails including the Museum newsletter, emailed monthly.
- Create and distribute e-mails for Museum events and programs and the monthly Museum newsletter
- Advise the SRNY Membership and Development & Event staff regarding design and branding elements to improve upon SRNY event communications
- Manage other ad hoc communications planning and execution; evaluating new forms of or platforms for communicating electronically.

#### **Website and Social Media:**

- Oversee content, design, and user experience of the Society's various websites including SRNY, Fraunces Tavern Museum, the General George Washington Society; work with fellow staff members and SRNY committee members to ensure information is updated in a

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)

Fraunces Tavern<sup>®</sup> Museum is owned and operated by, and FRAUNCES TAVERN<sup>®</sup> is a registered service mark of, Sons of the Revolution<sup>SM</sup> in the State of New York, Inc., a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884.  
Copyright © 2023 SRNY, Inc. All rights reserved.



## Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

Fraunces Tavern<sup>®</sup> Museum

timely manner and serves as an effective marketing tool in accordance with the latest trends in Search Engine Optimization (SEO)

- Oversee the development and maintenance of a robust social media content messaging strategy that increases followers and drives engagement across platforms.

### **Collateral Materials**

- Work with all departments as well as freelance contracted professionals to manage the writing, design, and production of SRNY and Museum collateral including Museum and SRNY brochures and rack cards, membership, exhibition, and specialty tour and event materials including the invitation and program journal for the annual George Washington Birthday Ball.

### **Advertising:**

- Oversee the Museum's digital and print advertising strategy and budget; and direct all creative to ensure effective placement of ads.
- Maintain the Museum's Google Analytics, and Google Business account; liaise with marketing and advertising consultants to write ad copy and manage the Google Ads account.

### **Press and Public Relations:**

- Create media kits for the Museum and exhibitions
- Maintain and update our internal database of press contacts and relationships
- Handle all interview requests, and coordinate press at programs and events

### **Space Rentals/Filming & Photography Requests:**

- Oversee sales and management for and coordinate staff for day-of execution for all private events/space rentals in the Museum
- Field and process all commercial filming/photography requests in the Museum

### **Other miscellaneous duties as may be assigned**

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)

Fraunces Tavern<sup>®</sup> Museum is owned and operated by, and FRAUNCES TAVERN<sup>®</sup> is a registered service mark of, Sons of the Revolution<sup>SM</sup> in the State of New York, Inc., a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884.  
Copyright © 2023 SRNY, Inc. All rights reserved.



Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

---

Fraunces Tavern<sup>®</sup> Museum

Desired qualifications and skills for this role include, but are not limited to the following:

- Bachelor's degree with a relevant concentration (such as business administration, communications, journalism) or equivalent experience
- Three to five years' experience in marketing and communications, preferably with a not-for-profit museum, or cultural institution
- Excellent verbal, interpersonal, and writing skills in dealing with vendors, the Board of Managers, members of the media, community and cultural institutions, and fellow staff members; acting diplomatically; handling sensitive information confidentially
- Excellent writing and editing skills, specifically for online, direct mail, newsletters, press releases and advertising copy that shares compelling stories through a variety of mediums that engage and inspire an audience
- Excellent analytical and project management skills, including knowledge of Google Analytics and other reporting tools
- Graphic design experience with creative eye; understanding of the principals and importance of brand identity
- Familiarity with both national and local marketing, advertising and PR landscapes, including media outlets and vendors
- Demonstrated experience developing and managing integrated multi-channel marketing plans and meeting annual engagement goals
- Strong organizational skills with attention to detail; able to work well in a team environment and handle multiple tasks, projects, and priorities effectively and professionally, meeting deadlines
- Excellent computer skills, including knowledge of Adobe Creative Suite, Photoshop, InDesign, Microsoft Office Suite, Squarespace, Google Ads, and social media platforms including Facebook, Instagram, YouTube and Twitter
- Experience with managing an intern
- Willingness to work some evenings and patriotic holidays (Washington's Birthday, Flag Day) for commemorative and fellowship events of the Society
- Knowledge of, interest in and appreciation for American Revolutionary Era history, historic sites, and museums.
- Knowledge of, interest in and appreciation for national and local patriot and hereditary organizations and their members
- Experience in restaurant and/or beverage industries

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)

Fraunces Tavern<sup>®</sup> Museum is owned and operated by, and FRAUNCES TAVERN<sup>®</sup> is a registered service mark of, Sons of the Revolution<sup>SM</sup> in the State of New York, Inc., a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884.  
Copyright © 2023 SRNY, Inc. All rights reserved.



## Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

---

Fraunces Tavern<sup>®</sup> Museum

### **Background concerning Sons of the Revolution in the State of New York and its Fraunces Tavern Museum**

The Society of Sons of the Revolution<sup>SM</sup> in the State of New York, Inc. has been instituted:

- to perpetuate the memory of those who, in military, naval or civil service, by their acts or counsel, achieved American Independence;
- to promote and assist in the proper celebration of the anniversaries of Washington's Birthday, the Battles of Lexington and Bunker Hill, the Fourth of July, the Capitulations of Saratoga and Yorktown, the Evacuation of New York by the British Army, and other prominent events relating to or connected with the War of the Revolution;
- to collect and secure for preservation the manuscript rolls, records and other documents relating to that War;
- to inspire among the members and their descendants the patriotic spirit of their forefathers;
- to inculcate in the community in general, sentiments of Nationality and respect for the principles for which the patriots of the Revolution contended;
- to assist in the commemorative celebration of other great historical events of National importance;
- to promote social intercourse and the feeling of fellowship among its members.

SRNY sponsors or participates in numerous patriotic, commemorative and/or historic events through the year. Since 1907, SRNY has furthered its mission by, among other activities, owning and operating Fraunces Tavern Museum, located at 54 Pearl Street in Lower Manhattan. Fraunces Tavern Museum preserves and interprets the history of the American Revolutionary era through public education, through the interpretation and preservation of the Museum's collections, landmarked buildings, and varied public programs that serve the community.

SRNY and its Museum staff work together as one organization, with staff members working on both SRNY and Museum projects, as necessary. Staff members are expected to assist in areas that may be outside their direct areas of responsibility when necessary, such as to provide coverage for other staff members who are on vacation or ill, or to manage special events (such as our annual George Washington Birthday Ball and our Flag Day Parade, Commemoration, and Open House).

The nature of our activities (including owning and operating a Museum) require significant on-site presence for this position. However, we are willing to consider structuring work hours and schedules to accommodate an individual's circumstances or need for scheduling flexibility, if that can be done consistent with performance of a staff member's responsibilities.

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)

Fraunces Tavern<sup>®</sup> Museum is owned and operated by, and FRAUNCES TAVERN<sup>®</sup> is a registered service mark of, Sons of the Revolution<sup>SM</sup> in the State of New York, Inc., a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884. Copyright © 2023 SRNY, Inc. All rights reserved.



Sons of the Revolution<sup>SM</sup> in the State of New York, Inc.

---

Fraunces Tavern<sup>®</sup> Museum

Members and supporters of SRNY and its Museum share a common interest in history and the purposes of SRNY and its Museum, but may hold a wide variety of views on contemporary political or social issues. The Constitution of SRNY provides that no question involving the party politics of the day shall be discussed or considered in any meeting, and both SRNY and its Museum are non-political and non-partisan. Accordingly, whatever the personal views of individual employees may be, staff members do not engage in contemporary political or social causes or activities in their capacities as employees of SRNY and its Museum.

(9-2023)

54 Pearl Street, 2nd Floor, New York, NY 10004-4300 ★ (212) 425-1776 ★ [www.sonsoftherevolution.org](http://www.sonsoftherevolution.org)

Fraunces Tavern<sup>®</sup> Museum is owned and operated by, and FRAUNCES TAVERN<sup>®</sup> is a registered service mark of, Sons of the Revolution<sup>SM</sup> in the State of New York, Inc., a Section 501(c)(3) not-for-profit corporation instituted in 1876 and incorporated in 1884.  
Copyright © 2023 SRNY, Inc. All rights reserved.