



JOB OPENING: EVENT PLANNER & MARKETING COORDINATOR FOR CROOK FARM

WHAT IS THE CROOK FARM:

The Crook Farm Homestead is located in Bradford, PA and is a living history museum that offers visitors a walk back in time as they tour the nineteenth-century restored farmhouse, barn, one-room schoolhouse, tool house, and outbuildings. They offer a variety of historical activities and programs including historical tours and demonstrations, luncheon tours, meeting grounds, a living history program for high school students, church services and weddings.

The Crook Farm School Program is an educational program for 4th grade students from Pennsylvania and New York State schools that offers students a glimpse of typical 19th century farm life as well as experiencing lessons in a one room schoolhouse classroom. Other educational programs include Patriotic and Popular Music, Women's Creative Workshops, Kids Day at the Farm and Crooktop Old Time Music Festival.

TITLE: Event Planner & Marketing Coordinator for the Crook Farm

JOB SUMMARY: The Marketing Planning coordinator will help the Bradford Landmark Society in promoting interest in the legacy, history & heritage of the Crook Farm & Tuna Valley.

KEY RESPONSIBILITIES:

- Promote interest in, & utilization of, the Crook Farm and the Tuna Valley by acquiring and preserving artifacts, working with the local community to provide educational programs and events highlighting the history & heritage. This is done by promoting educational programs and events at Crook Farm such as Patriotic and Popular Music, Women's Creative Workshop, School programs, Kids Day at the Farm and Crooktop Old Time Music Festival.
- Plan, execute & coordinate scheduled events for the Crook Farm to promote its heritage, history & legacy working with the volunteers and/or Staff. Schedule staff and volunteers to work in historic house museums; ensuring that coverage is sufficient for scheduled events.

- Responds promptly to request for group tours and other specialized programs, providing accurate information to visitors, volunteers, the media and the community regarding the history and significance of the Landmark Society, the Crook Farm & the Tuna Valley.
- Prepare & Manage a budget and financial reports, As well as reporting to the board of directors with regular activity updates to ensure that the society's mission is being fulfilled.
- Build & strengthen relationships with new & existing members, donors, sponsors, and community leaders.
- Work with local newspapers to support the utilization of Crook Farm.
- Establish and maintain professional and effective working relationships with the Landmark Board, staff, contractors, interns, volunteers, local historical societies, tourist boards, and the community.
- Identify and develop opportunities for generating funds through grant writing, new programming and general fundraising. Research & create relationships with local non-profits & grant writers.
- Research funding opportunities for education and museum programs; working with the Board to apply for related grants and other funding opportunities.
- Develop and implement strategies to increase membership, fundraising and grant opportunities for the society & the Crook Farm in particular.
- Maintain online calendar, website, Facebook & other social media resources. Create & update original content with the goal of actively increasing traffic to Crook Farm.
- Assists with additional event planning tasks as needed (vary from event to event)
- Helps with set-up and clean-up or event, as needed
- Assists with activities on the day(s) of the event which may include managing a particular functional area.
- Manage & recruit volunteersContribute to recruitment and coordination of event volunteers including coverage of areas, and matching volunteers to tasks based on their experience and skill level. Participates in event-specific meetings as needed.

QUALIFICATIONS:

- Excellent verbal and written communication skills, strong interpersonal skills, enthusiasm, reliability, and willingness to work directly with volunteers, members and the public. Experience in non-profit management, grant writing, fundraising, & event planning a definite plus.
- Outstanding visitor service skills, strong administrative abilities, and a passion for preserving and celebrating local history.

- Strong leadership skills and ability to work with a team
- Strong writing and editing skills to help prepare reports needed to inform the Board and other stakeholders.
- Bachelor's degree in Museum Studies, Business, Marketing, Communications, or History or equivalent experience is required.
- Ability to reliably commute or planning to relocate before starting work(Preferred).
- Good office management and understanding of Quickbooks is helpful
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- Excellent computer skills including Microsoft Office and social media
- Ability to work in a small, dynamic team environment
- Computer Software Knowledge:
 - Perform general computer related support to maintain websites
 - Create spreadsheets, both internal and shared, as needed
 - WordPress (website)
 - Windows
 - Microsoft Office - Word, Access, and Excel
 - Microsoft Publisher
 - QuickBooks

PLEASE SEND RESUME - Bradford Landmark, PO Box #1021, Bradford, PA 16701

QUESTIONS? Contact Bob Esch robertcesch@gmail.com