

Marketing & Social Media Specialist

Historic St. Mary's City Commission

The **Marketing & Social Media Specialist** develops and implements creative strategies to enhance [Historic St. Mary's City](#) visibility, audience engagement, and visitor experience through dynamic storytelling and multimedia content creation. This role has a significant emphasis on social media management, photography, video production, and marketing coordination. The Specialist will work both independently and collaboratively, supporting the External Relations Manager, Director of Advancement & Communication, and broader Advancement initiatives. This is a primarily in-office role during the museum's open season, with flexibility for hybrid arrangements.

Historic St. Mary's City is an equal opportunity employer and encourages applications from all qualified candidates. The skills and experience needed to be successful exist on a spectrum, but statistics show that candidates with disabilities, BIPOC candidates, women, and members of marginalized and/or systematically excluded groups often apply to jobs only if they meet 100% of the qualifications. However, not all viable candidates will meet the complete list of qualifications. If this position interests you, you have relevant experience, and are confident that you can do the job, you are encouraged to apply.

Who Are We?

Historic St. Mary's City is located on the St. Mary's River, in a beautiful tidewater landscape of water, rolling hills, farmland, and forest. The 835-acre living history and archaeology museum is on the site of Maryland's first capital (1634–1695). Our team builds upon decades of cutting-edge research, with resources such as recreated structures in the historic town center, a Woodland Indian hamlet, the tall ship Maryland Dove, and a tobacco plantation staffed by skilled interpreters who help visitors understand the stories of Maryland's history. Archaeological excavations continue to reveal exciting new information about life in the past, and a new visitors center and exhibitions will open in the Maryland Heritage Interpretive Center in early 2026.

Historic St. Mary's City is one of Southern Maryland's leading tourism attractions and hosts an active school tour program. Its collections are a resource for professional archaeologists, scholars, and college students. The HSMCC historical archaeology field school is one of the longest-running field schools in the nation, attracting students from across the United States and internationally. The museum is overseen by the Historic St. Mary's City Commission (HSMCC), an independent agency of the State of Maryland under the Office of the Governor. Although the Commission is state-funded, external

grants and philanthropy are essential sources of operating and capital support. The years leading up to 2034—the 400th anniversary of Maryland’s founding—will be filled with ambitious programming and outreach opportunities.

What We Are Offering

Salary Range: \$50,000

FLSA Status: Exempt; Contract; Full-time (40 hrs/wk)

Reports to: External Relation Manager

Working Conditions: Primarily in-office during the museum’s open season, with flexibility for hybrid arrangements

Benefits: Subsidized Health Benefits, Limited Sick and Safe Leave

- Work with a passionate, welcoming, energetic, and highly collaborative team.
- Opportunity to shape how Maryland’s history is told in the digital age
- 40-hour work week with flexibility in scheduling, including the possibility of some remote work.
- Engage with one of the most significant heritage sites in the Mid-Atlantic
- Access to a full suite of professional photography, videography, and content creation equipment
- Encouragement and support from leadership to pursue innovative storytelling approaches with creative freedom and license
- Subsidized health benefits to include medial, prescription, dental, and flexible spending accounts
- Medical plans include EPO, PPO, and IHM options
- Limited sick and safe leave

Duties/Responsibilities

- Manage and grow Historic St. Mary’s City’s social media presence across platforms including Facebook, Instagram, YouTube, and emerging channels
- Create original multimedia content (photography, videography, graphics) tailored to engage diverse audiences and effectively communicate HSMC’s programs, events, history, and mission.
- Develop, produce, and distribute engaging short-form videos for social media and digital marketing efforts.
- Collaborate with the External Relations Manager, the Director of Advancement & Communication, and other Advancement department staff to strategize, develop,

and execute marketing initiatives and campaigns including digital campaigns, print media, press releases, signage, and more.

- Maintain the organization's brand voice and visual identity across digital platforms, ensuring consistency in messaging and presentation.
- Actively support event marketing, including creating promotional content and managing digital outreach before, during, and after events.
- Provide marketing and communications support to the Director of Advancement & Communication, assisting in strategic communications efforts as needed.
- Analyze and report regularly on social media and digital marketing performance, providing insights to guide ongoing strategy improvements.
- Monitor and respond to audience interactions, managing community engagement effectively and professionally.
- Stay abreast of emerging trends, technologies, and best practices in social media, digital content creation, and marketing.
- Perform other related duties as assigned by management, including special projects and departmental support tasks.

Qualifications

The ideal candidate will demonstrate both creative vision and technical expertise in content creation and digital marketing, combined with a passion for history and public storytelling. This is critical in fulfilling the Commission's legislated mission to "encourage and motivate the citizens of Maryland and the nation, as well as businesses, charitable, cultural, and educational institutions to make a continuing commitment to archaeological and historic investigation and research at Historic St. Mary's City and the development of the site as an educational center for students of all ages."

Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, Journalism, History, or related fields
- 3-5 years of proven experience in social media management, digital marketing, multimedia content creation, or related roles.
- Proficient in photography, video production/editing, and graphic design software (Adobe Creative Suite, Canva, etc.).
- Proficient with Windows and Mac operating systems.
- Exceptional written and verbal communication skills.
- Strong analytical skills, capable of interpreting digital marketing data and social media metrics to inform strategy.
- Experience using social media management tools such as Metricool.
- Detail-oriented with effective project management abilities and capacity to handle multiple tasks under tight deadlines.

- Demonstrated ability to collaborate effectively across departments and support senior leadership in achieving organizational goals.

Candidates must possess superior oral and written communication skills, as well as excellent interpersonal skills.

This is a full-time position, Monday-Friday, with evening and weekend availability as required to fulfill responsibilities and for related activities. Must be available to work on-site, but the position has some flexibility to work remotely.

To apply, please submit a **cover letter, resume, two writing samples, and contact information for three references** via email to: Sharol Buck – Sharol.Buck@maryland.gov