



## **External Relations Specialist Job Description**

**Date:** May 2025

**Status:** Non-Exempt

**Reporting Supervisor:** External Relations Director

### **Position Overview:**

The External Relations Specialist is a regular full-time employee hired by the President & Executive Director upon the recommendation of the External Relations Director. Primary responsibilities include oversight of creative services for Stan Hywet Hall & Gardens to increase overall awareness, attendance, income, and maximize fundraising. The External Relations Specialist is also responsible for managing any design/production consultants, contractors, and/or vendors. This role is central to shaping and communicating Stan Hywet's brand identity, engaging our diverse audiences, and supporting our strategic goals through compelling visual and written content. The Specialist will play a key role in developing and executing an integrated annual marketing plan.

### **Essential Duties and Responsibilities:**

1. Maintain a professional attitude when working with the public, volunteer staff, guests and fellow employees.
2. Demonstrate and support a culture of diversity, equity, access, inclusion, and belonging.
3. Collaborate with the External Relations Director to create an integrated annual marketing plan. Strategize opportunities to goals.
4. Maintain the organization's brand identity and maintain the organization's style guide.
5. Design all collateral and visual communication pieces, advertisements and correspondence including but not limited to ads, posters, flyers, brochures, marketing materials, fundraising materials, invitations and an annual report.
6. Recommend and execute marketing solutions – including creative and innovative campaign concepts, print/digital/web graphic design, copywriting, storyboarding, etc.
7. Manage creative process across multiple projects running at the same time, including planning, creative briefing, asset development, and project execution for high quality activation.
8. Develop timelines to facilitate advance planning and design implementation of advertising and promotions.
9. Support video and photography execution and production and digital/web design.
10. Responsible for hands-on design and production of ads, marketing collateral, publications, signage, logos, Stan Hywet-branded labeling & packaging, invitations, fundraising collateral and other promotional materials.
11. Conceptualize, develop, and produce digital and traditional marketing email designs, and other collateral that reach the organization's external and internal audiences, according to strategic plans.



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12. Support the design and installation of exhibits and interpretive materials for the Engagement division.
13. Design and implement customized webgraphics, multi-media tools and other forms of graphic communication.
14. Identify and build relationships to yield maximum return on investments; negotiate and manage projects with appropriate design/production vendors.
15. Support the analytical outcomes by reviewing the effectiveness of marketing and communication efforts for the organization and adjust work accordingly.
16. Participate in meetings with the External Relations team as necessary.
17. Participate in required public events.
18. Other duties as assigned.

### **Qualifications, Education and/or Experience:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. Minimum of a bachelor's degree in graphic design, Marketing or Communications or related field.
2. Minimum four years of industry experience.
3. Strong proficiency in InDesign, Illustrator, Photoshop, Microsoft Office Suite and all relevant technologies, both PC and MAC.
4. Keen ability to efficiently develop and translate concepts into creative and effective designs.
5. Photography and videography skills and editing, a plus.
6. Experience in and knowledge of advertising, publishing, and current trends in market research and public opinion.
7. Experience facilitating content strategy and communication within the context of an organization and across multiple platforms, including digital.
8. Demonstrated experience, ability, and desire to collaborate with colleagues from multiple departments and disciplines.
9. Ability to always maintain confidentiality.
10. Able to present a professional public image.
11. Openness to new ideas and their implementation. Ability to react and adapt to changing situations appropriately.
12. The ability to listen carefully to and understand needs, both internally and externally, and proactively respond to those needs in a consistent and timely manner.



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### **Ethical Expectations:**

The Stan Hywet Hall & Gardens Board of Directors and the President & Executive Director require that the Engagement Director conduct the Relations of the External Relations Division by implementing the highest standards of ethical behavior. This behavioral standard applies especially to matters of donor confidentiality, a donor's bill of rights, and the strictest allocation of gifts to intended purpose. The standard extends to personal and professional dealings with directors, staff, colleagues, benefactors, and all other parties who rely on the integrity of Stan Hywet Hall & Gardens.

### **Usual and Customary Expectations:**

1. Should expect to spend time sitting erect at a desk or computer often.
2. Approximately two hours of standing and walking in an average workday.
3. Ability to move items up to 30 pounds.
4. Some non-traditional hours are required.

Acknowledgement:

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Employee's Signature

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Date

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Authorized Signature

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Date