



**Marketing and Engagement Coordinator  
for the State of Delaware  
250<sup>th</sup> Anniversary Celebration  
of the Nation's Founding**

Purpose:

The 250<sup>th</sup> milestone anniversary, in 2026, of the United States' national independence provides an opportunity to reflect on Delaware's unique history and its contributions over the course of our nation's history since 1776. From the development of the Atlantic colonies to the Declaration of Independence, over the course of the American Revolution and to the ratification of the United States Constitution, Delaware helped shape a country that has continued for two and a half centuries. This anniversary affords the opportunity to reflect upon and celebrate the plurality of histories within our Nation and State, extending for millennia before 1776 and continuing into the present day. To support this work, applications are now being accepted for a **250<sup>th</sup> Anniversary Marketing and Engagement Coordinator**. This position will report to the 250<sup>th</sup> Anniversary Coordinator, who in turn reports to the Chair of the Delaware Heritage Commission and the Director of the Delaware Public Archives/State Archivist.

Position Description:

The Marketing and Engagement Coordinator will support the public-facing operations of the State's 250<sup>th</sup> programming, as outlined in the **Delaware 250** strategic plan. As such, the person in this position will play a critical role in engaging Delawareans across the State in the many and diverse commemorative, celebratory, and reflective events planned in honor of this anniversary. In the years leading up to 2026, the Coordinator will be responsible for raising public awareness of this milestone anniversary through a variety of marketing campaigns and public engagement initiatives. As the anniversary draws nearer, the Coordinator's responsibilities will adapt to meet shifting needs of programmatic implementation. This is, in short, a dynamic position with the opportunity to help shape history.

Job Duties and Responsibilities:

- Utilize traditional, social, and new media to promote **Delaware 250** programming and engage diverse audiences across the State.

- Maintain a **Delaware 250** website which will serve as a clearinghouse for all state-based 250<sup>th</sup> events, including geographic and chronologic organizational structures.
- Oversee **Delaware 250** social media, including the implementation of several multi-year social media campaigns that celebrate Delaware's history and heritage, drawing upon holdings in the Delaware Public Archives and cultural organizations across the State.
- Write press releases about **Delaware 250** and distribute to a list of media contacts, which this position will develop and maintain.
- Coordinate with groups across the State in support of the above initiatives.
- Participate in the development of **Delaware 250** programming.
- Represent **Delaware 250** at community events across the State.
- Respond to public inquiries about **Delaware 250** programming.

Qualifications:

- An enthusiasm for and commitment to telling the fullness of Delaware's history and heritage through creative campaigns that engage diverse audiences across the State.
- Demonstrable experience in marketing and communication, especially leveraging the various strengths of different media types (including print, new media, social media, multimedia) for engaging diverse audiences.
- Excellent writing and copy-editing skills, as well as being a diplomatic communicator who can gracefully navigate inter-/intra-personal dynamics.
- Bachelor's degree in marketing, communications, history, or related field.
- Ability to take direction from supervisors and operate within a structured environment while also contributing ideas for creative strategies. Team player a must.

Salary begins at \$45,000 per year. This is a contractual position with no State of Delaware merit employee benefits. The position does not include health insurance or contributions to a retirement plan. The job is based in the Delaware Public Archives in Dover, with opportunities for remote work. Some weekend and holiday work may be required.

Application:

Application for this position should be sent to Margaret Hughes (she/her), 250<sup>th</sup> Anniversary Coordinator, at [margaret.hughes@delaware.gov](mailto:margaret.hughes@delaware.gov). Please include a cover letter and résumé, and please specifically identify previous marketing or content engagement campaigns you have worked on, providing links as appropriate. **Electronic applications only, please. No hard copies.** Interviews will be conducted through Fall 2023, with an anticipated start date of early January 2024.