



Monterey State Historic Park Association

Partner Association Serving Monterey State Historic Park Since 1975

MARKETING & COMMUNICATIONS CONSULTANT

Monterey State Historic Park Association (MSHPA)

The Monterey State Historic Park Association (MSHPA) supports interpretation, educational programming, special events and building restoration at Monterey State Historic Park in downtown Monterey. Our mission is to preserve and promote the historic buildings and cultural heritage of Monterey so that all may experience and appreciate this unique place into the future. In partnership with California State Parks, MSHPA raises funds and builds public awareness of this vital work.

MSHPA seeks a consultant to assist in these efforts. The work will have two phases: (1) assessment and planning and (2) communications plan set-up and maintenance. The consultant will work in coordination with designated MSHPA board and committee members.

Assessment and Planning

- Assess MSHPA's communications needs
- Assess the current activities including the website, social media accounts, newsletter, and email communications
- Recommend an improved communications plan

Communications Set-up and Maintenance

- Revise and maintain Facebook and Instagram accounts
- Design and distribute email newsletters via Mailchimp (about 4/year)
- Organize and maintain email contact lists; track and report campaign performance
- Update and manage content on the MSHPA website (WIX platform)
- Draft and collaborate on donor, member and sponsor communications
- Coordinate with MSHPA Board and committee members to gather and develop content
- Collaborate with the Board and State Parks to create promotional materials for fund-raising, activities and events, membership development, sponsorships and outreach efforts

Requirements

- Experience in social media management and email marketing
- Strong writing and communication skills
- Familiarity with Mailchimp, Canva (or similar design tool) and Google Workspace
- Ability to work independently and to collaborate regularly with a small team
- A flexible, creative, and detail-oriented approach

This is a part-time position offered on a 1099 independent contractor basis.

If interested, please send a resume of relevant experience to secretary@mshpa.org

Resumes accepted until August 15, 2025.