



**HERITAGE
FOUNDATION**
WILLIAMSON COUNTY, TN

DOWNTOWN
FRANKLIN
ASSOCIATION

The
FRANKLIN
THEATRE

FRANKLIN
Grove
ESTATE & GARDENS

History and
Culture Center
WILLIAMSON COUNTY, TN

Job Title: Marketing Manager – Temporary
Parental Leave Coverage
Reports to: Managing Director of DFA &
Institutional Marketing
FLSA Status: Full-time, Exempt
Term: 9 Months (Approx. August 2026 –
April 2027)
Direct Reports: No
Date Revised: July 2026

POSITION SUMMARY

The Temporary Marketing Manager provides continuous, full-time coverage for two members of the Heritage Foundation's shared services marketing team across two sequential parental leaves. Working within the Foundation's collaborative, agency-style model, this role steps into established workflows for two internal client groups in sequence: first supporting brand and content marketing across Heritage Foundation (HF), Downtown Franklin Association (DFA), and History & Culture Center (HCC) channels, then transitioning to lead audience growth and program marketing for The Franklin Theatre.

Throughout the engagement, approximately 10–20% of the incumbent's time is dedicated to design, communications, and marketing support for the Franklin Grove capital campaign, working alongside campaign leadership on collateral, presentations, and donor communications.

This is a nine-month engagement running August 2026 through April 2027, structured around two sequential coverage periods. The incumbent begins with a short training period alongside each outgoing team member, then takes full ownership of that team's marketing responsibilities while they are on leave.

This is a temporary, full-time position. While a typical workweek is generally 40 hours, the position occasionally requires evenings and weekends to meet event and campaign deadlines — most notably during the Heritage Ball, PumpkinFest, Dickens of a Christmas, and Main Street Festival.

ESSENTIAL RESPONSIBILITIES

Brand & Content Marketing — HF, DFA & HCC

- Serve as the daily point of contact for HF, DFA, and HCC social and digital channels — monitoring engagement, responding to comments and messages, and managing the shared inbox with a consistent, on-brand voice.
- Provide live, on-site content capture and real-time social posting for signature events, working from pre-built creative assets and messaging frameworks.
- Assemble and schedule post-event and campaign content across platforms, keeping visual assets, captions, and publishing calendars on track.
- Keep public-facing digital touchpoints current — including website homepage features and social bio links — so they reflect the organization's most timely priorities.
- Review and approve outside vendor creative and advertising proofs on behalf of the team when the usual approver is unavailable.
- Coordinate timely resharing of merchant and community-submitted content, watching event dates closely to keep posts relevant.
- Monitor event-related channels for spam, scam, or bad-actor activity and take appropriate moderation action.

Audience Growth & Program Marketing — The Franklin Theatre

- Own daily marketing operations for the Theatre, including project tracking, social channel growth, and website updates.
- Deliver consistent weekly reporting, internal communications, and advertising submissions to support on-sale shows and season planning.
- Build out on-sale show marketing assets and manage membership and consumer email marketing, including list health and segmentation.
- Coordinate recurring print, digital signage, and media partner content on their established cadence.
- Evaluate and adjust paid promotion strategy on a per-show basis to support ticket sales goals.
- Lead marketing execution for major seasonal campaigns and one-time initiatives, partnering with the Managing Director on strategy and creative direction.

Franklin Grove Capital Campaign Support

- Update and produce campaign collateral in Canva, keeping materials aligned with campaign branding and messaging.
- Develop campaign presentations for donors, incorporating current campaign progress and priorities.
- Prepare donor and committee letters and related correspondence, coordinating with campaign leadership on tone, timing, and recipient lists.

Cross-Team Training & Event Support

- Train alongside the outgoing team member for each internal client group ahead of assuming full ownership, building working familiarity with brand voice, channels, tools, and standing priorities.
- Provide day-of, on-site event support for HF's signature seasonal festivals — PumpkinFest, Dickens of a Christmas, and Main Street Festival — as they occur; standing festival marketing execution remains with the core shared services team.

KNOWLEDGE AND SKILLS

- Bachelor's degree in marketing, communications, or a related field, or equivalent professional experience.
- Prior experience in social media management, email marketing, and website content management (WordPress), ideally within a nonprofit, arts, tourism, or multi-brand agency setting.
- Demonstrated ability to manage multiple internal clients or brands at once, with strong prioritization, judgment, and communication skills.
- Working proficiency with content scheduling, project management, and design tools (e.g., Buffer or similar, AirTable, Canva) and comfort learning organization-specific systems quickly.
- Ability to onboard and operate independently on a compressed training timeline while maintaining brand consistency.
- Comfort producing donor-facing and committee-facing materials (presentations, letters) with attention to tone and accuracy.
- Availability for evening and weekend work tied to live events.

SUPERVISORY RESPONSIBILITIES

This position has no direct reports and no supervisory responsibilities.

PHYSICAL AND MENTAL DEMANDS

- Must thrive in a collaborative, fast-paced, multi-brand nonprofit setting, balancing several internal client priorities at once.
- Regularly expected to talk, hear, and communicate clearly in person and by phone/email.
- Ability to lift and move items weighing up to 25–35 pounds for on-site event setup and breakdown.
- Visual skills required for reading, computer use, and on-site content capture at events.

- Must perform effectively under multiple concurrent deadlines and adapt to a compressed, sequential training and coverage schedule.
- Able to work both independently and collaboratively across cross-functional teams and internal client groups.

WORK ENVIRONMENT

- Primarily office based, with frequent on-site presence at Heritage Foundation, DFA, HCC, and Franklin Theatre venues and events.
- Significant public-facing work at signature festivals and events; some outdoor or off-site work in varying weather conditions.
- Irregular hours as needed, including evenings and weekends to support festivals, the Heritage Ball, and Theatre on-sale campaigns.

SALARY & BENEFITS

- Salary: \$65,000 (competitive, based on experience)
- Paid bi-weekly, subject to applicable taxes and withholdings
- Health insurance
- 403(b) retirement plan
- Paid Time Off (PTO) + holidays
- Opportunity to play a key role in shaping the future of Williamson County

To apply, please submit resume and CV to Heidi Hood at hhood@williamsonheritage.org.

I have read the job description and meet or exceed the qualifications to fulfill this position. I understand this job description describes the general nature and work responsibilities of the position and is subject to change as Company needs dictate. I agree to follow the Company's policies, procedures, and rules and to report observed or known violations. I accept the responsibilities listed above and attest I am willing and able to perform these job functions with or without reasonable accommodation. I understand this job description does not alter my at-will employment relationship with the Company.

Employee Name (please print): _____

Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____

This document will be placed in the employee's personnel file.