



## POSITION DATA

<b>JOB TITLE:</b>	Assistant Email Marketing Manager
<b>DEPARTMENT:</b>	Communication and Marketing
<b>REPORTS TO:</b>	Senior Director, Digital Content & Strategy
<b>CLASSIFICATION:</b>	Exempt
<b>DATE:</b>	December 2021
<b>Salary:</b>	\$55k - \$65k

## POSITION OVERVIEW

The Assistant Email Marketing Manager will work as an integral part of the External Affairs team as we strive to increase public awareness of the Memorial, Museum, and their mission; facilitate visitation and engagement; and maintain the organization's brand integrity. This role will focus primarily on overseeing the creation, approval, deployment, and metric reporting of email communications supporting different teams across the organization, including Retail, Education, Government & Community Affairs, Public Programs, and Institutional Advancement (fundraising). The Assistant Email Marketing Manager will work closely with external marketing agencies to ensure a consistent voice and messaging, and to facilitate a seamless process for the review and approval of materials. To excel at this job, mastery of our email marketing tool or a similar platform, as well as a working knowledge of the principles of email marketing and content development, will be needed.

The External Affairs team is a collaborative group that frequently works together on interrelated projects. As such the Assistant Email Marketing Manager may also contribute to digital content planning and delivery, including for social media; the maintenance of editorial calendars; media relations; securing and curating assets from other teams (audio, images, and video) for content, marketing, and news media initiatives. Our ideal candidate is therefore an individual who has worked in a similarly flexible role and is familiar with multiple aspects of marketing and communications.

This role reports to the Senior Director of Digital Content and Strategy and will also work closely with the Senior Director of Marketing as well as staff across the organization, at different levels of seniority.

## ESSENTIAL FUNCTIONS

- Full knowledge of iContact, our email marketing tool, and/or a similar platform such as Constant Contact, HubSpot, or MailChimp, in order to create, deploy, and track success of communications on behalf of cross-

- organizational departments and their initiatives.
- Co-management, with team, of External Affairs content calendar, which includes scheduled email outreach, blog posts, web site updates, social media, and media relations
- Researching, copywriting, and proofreading for content creation including blog posts, social media, and web site.
- General support for development and execution of External Affairs media plans, internal communications, and marketing projects.
- Management and tracking of marketing and advertising budgets.

### **VOLUNTEER REQUIREMENTS**

- Participates in the Annual 5K Fundraiser and September 11<sup>th</sup> Commemoration, as assigned.
- Assists with other special projects and events in support of all 9/11 Memorial and Museum, as assigned.

### **QUALIFICATIONS/SKILLS REQUIREMENTS**

- 2-5 years of general experience in a marketing or communications-based role, preferably at a non-profit or mission-driven organization
- Experience writing, editing, and/or deploying external and internal communications including emails and newsletters, brochures, special event announcements, and beyond.
- Excellent writing and communications skills and the ability to extrapolate and translate abstract ideas into actionable plans.
- Comfort interacting with staff at all levels of the organization, from senior management to volunteers.
- Can-do attitude and the flexibility to take on a range of tasks.
- Ability to pivot quickly and handle fast-paced and rapidly evolving projects
- Outgoing personality and strong collaborative skills.

### **HOW TO APPLY**

- Include position you are seeking in the email subject field.
- State the location where job posting was seen.
- Send resume and cover letter to [911mmcommsjobs@911memorial.org](mailto:911mmcommsjobs@911memorial.org)

### **PHYSICAL DEMANDS/WORK ENVIRONMENT**

The physical demands and work environment described in this job description is representative of those that the employee will encounter and are expected to meet to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is required to sit at a workstation up to seven hours a day, talk, listen, use hands to type data, touch, feel, reach with hands and arms, and dial the telephone. The employee is also required to stand and walk. Vision requirements include close, distance, peripheral vision, depth perception and ability to adjust

focus. Additionally, the employee must be able to verbally communicate with visitors, internal and external clients and be able to physically take phone messages.

The National September 11 Memorial and Museum (9/11 Memorial & Museum) is an equal opportunity employer. Applicants who meet the qualification requirements of the role will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

The National September 11 Memorial & Museum (9/11 Memorial & Museum) is committed to an organizational culture that supports and reinforces our values regarding diversity, equity, inclusion, and accessibility (DEIA). We seek to build a collaborative, open, and equitable space where staff want to be, knowing that their contributions, professional expertise, and distinct voices are valued and respected. We encourage and celebrate an inclusive environment where candor and participation, when it comes to sharing ideas and collaborative problem-solving, are welcomed regardless of one's role at the Museum or background.

Reasonable accommodations may be made to qualified candidates, during the interview process, to enable individuals with disabilities an opportunity to interview.

Effective April 30, 2022, the National September 11 Memorial and Museum (9/11 Memorial & Museum) requires all eligible employees be fully vaccinated and boosted against COVID-19 as a condition of employment and provide proof of such vaccination prior to their joining the institution.