



POSITION DATA

JOB TITLE: External Affairs Coordinator
DEPARTMENT: Communication and Marketing
REPORTS TO: Senior Vice President, Communications and External Affairs
CLASSIFICATION: Exempt
Salary: \$55k - \$65k
DATE: December 2022

POSITION OVERVIEW

The External Affairs Coordinator 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 entry-level role will focus primarily on supporting various intradepartmental teams, including Marketing, Digital Content & Strategy, Communications, and working with different teams across the organization, including Retail, Education, Government & Community Affairs, Public Programs, and Institutional Advancement (fundraising). To excel at this job, excellent communication, organization, multi-tasking, and interpersonal skills will be needed.

The External Affairs team is a collaborative group that frequently works together on interrelated projects. As such the External Affairs Coordinator will contribute to digital content planning and delivery, including for social media; drafting and editing copy for the institution's blog, marketing emails, and internal communications; 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 Vice President of Communications & External Affairs and will also work closely with the Senior Director of Marketing, Senior Director of Digital Content & Strategy, as well as staff across the organization, at different levels of seniority.

ESSENTIAL FUNCTIONS

- Researching, copywriting, and proofreading for content creation including blog posts, social media, and web site.
- Draft marketing emails, news releases, statements, letters, media responses, talking points, internal memos and announcements.
- Manage External Affairs content calendar, which includes scheduled email outreach, blog posts, web site updates, social media, and media relations.
- Help execute logistics for tributes, news announcements, fundraisers, VIP visits and other events.
- Support the SVP in project managing the team.
- Assist in all facets of the film and television application and on-site filming process, including gathering information, vetting requests, and scheduling and staffing productions as appropriate.
- Track news about the Memorial and Museum, including the collection of print and online news items.
- General support for development and execution of External Affairs plans and special projects.
- Perform administrative tasks for the External Affairs team as needed.

VOLUNTEER REQUIREMENTS

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

QUALIFICATIONS/SKILLS REQUIREMENTS

- 1-3 years of general experience in a marketing or communications-based role, preferably at a non-profit or mission-driven organization.
- Experience writing, editing, and deploying external and internal communications including social media posts, emails, newsletters, brochures, special event announcements, and beyond.
- Experience with content management systems like Drupal, WordPress, or HubSpot for assisting with day-to-day web site updates like copy changes, event calendar, image swaps, job postings, and ensuring pages are current.
- Excellent communication and organizational 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.
- Proficient in Microsoft Office suite.
- Experience with Adobe graphic design software including Photoshop, Premiere, InDesign, or Illustrator preferred.

HOW TO APPLY

- Include job title in the email subject field.

- Please indicate the location where job posting was seen.
- Please submit a resume and cover letter to 911mmhrjobs@911memorial.org

PHYSICAL DEMANDS/WORK ENVIRONMENT

The physical demands and work environment described in this job descriptions 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.

