



POSITION DATA

JOB TITLE: Marketing Manager
DEPARTMENT: Communication and Marketing
REPORTS TO: Senior Director, Digital Content & Strategy
CLASSIFICATION: Exempt
DATE: December 2021

POSITION OVERVIEW

The Marketing Manager will support the External Affairs department's strategic initiatives to increase public awareness, facilitate visitation to the 9/11 Memorial and Museum, and maintain the brand integrity of the organization. This role will be responsible for overseeing the creation, approval, deployment, and metric reporting of email communications that support the initiatives of different teams across the organization, including Retail, Education, Government & Community Affairs, Public Programs, and Institutional Advancement. Mastery of our email marketing tool and related audience list management will ultimately be needed.

Other responsibilities will include supporting the development of social media, web, and blog content as needed; and providing general editorial and creative input to the External Affairs team overall. The Marketing Manager will work with external marketing agencies as well, to ensure consistent voice and messaging, and to facilitate a seamless process for reviewing material and trafficking feedback.

Additionally, the Manager will serve as a liaison between External Affairs and the Collections and Education teams, securing and curating digital assets including audio, images, and video, for content, marketing, and news media initiatives,

This role reports to the Senior Director of Digital Content and Strategy.

ESSENTIAL FUNCTIONS

- Expert-level knowledge of iContact, our email marketing tool, 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
- 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.

OTHER RESPONSIBILITIES

- Assist in the management of consultants.
- Collaborate on web outreach initiatives.
- Create and collaborate on the development of marketing materials.

VOLUNTEER REQUIREMENT

- 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

- 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 like newsletters, promotions, special event announcements, and beyond.
- Excellent communications skills and the ability to 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
- 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

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 work environment is an indoor, climate-controlled office environment comprised of cubicles, walled-offices, and group conference rooms. The noise level in the office environment is usually low. There are no hazards and no protective devices worn or used in the office work environment. Minimal travel is required.

- This job description is a descriptive list of the responsibilities and qualifications associated with this position and are not intended to be all inclusive. Employees are expected to also perform other business-related duties as assigned by the supervisor or other management.
- The organization reserves the right to change, modify, or reassign job responsibilities, duties, and scheduled work hours as per business needs.
- This document is a communication tool and not intended as a written or implied contract of employment.