



Career Opportunity This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Email Marketing Manager, Smithsonian Journeys Announcement Number: SE-24-0145 Number of Vacancies: One

OPEN DATE:	August 1, 2024
CLOSING DATE:	August 15, 2024
PAY BAND:	I
SALARY RANGE:	\$70,000 - \$75,000 (Commensurate with Experience)
POSITION TYPE:	Trust Fund
APPOINTMENT TYPE:	Indefinite
SCHEDULE:	Full time
DUTY LOCATION:	Washington, DC

Position Sensitivity and Risk: Non-sensitive (NS)/Low Risk

Open to all qualified applicants

What are Trust Fund Positions?

Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may include Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

CONDITIONS OF EMPLOYMENT

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.
- Trust applicants must meet all qualification and eligibility requirements within 30 days of the closing date of this announcement.

OVERVIEW

The Email Marketing Manager is responsible for developing and executing digital marketing, with the following areas of focus 1.) Email marketing (planning and executing); overall platform support and strategy; 2.) Analysis and reporting on email marketing results.

DUTIES AND RESPONSIBILITIES

Email

- Leads and recommends email marketing strategy, calendar, and campaign content.
- Oversees all aspects of email campaigns, including gathering digital assets, building, and testing, including queries/segmentation, and more.
- Works with SJ copywriter/editor in scheduling needed copy for each email.
- Manages approval process and deploys on schedule for twice weekly promotions, targeted emails, welcome series, email automations, and other communications.
- Manages external email vendor and contract, working with VP Marketing, to ensure internal SI contractual and privacy requirements are met, along with industry best practices, and resolving technical issues quickly.
- Troubleshoots technical issues with SJ Senior Manager, Travel Systems as needed.
- Maintains email database ensuring opt-ins and opt-outs are handled properly and meeting all privacy requirements.
- Leverages data to identify core audience segments and develop targeted communication strategies. Recommends new testing, designs, and strategies to grow targeted audience and leads.
- Collaborates with other Smithsonian Enterprises business units in scheduling placements or standalone emails to their approved lists.

Webinars

- Manages sending email invitations, uploading data, sending follow-up thank you emails, collaborating with SJ marketing coordinator who manages setting up Zoom webinar, creating presentation templates, scheduling, and creating surveys.

Analysis and Reporting

- Analyze and report on all email marketing results (twice weekly and targeted emails), working closely with Audience Development and Marketing Analytics Senior Manager.

Other Duties

- Works with marketing team to manage centralized master marketing calendar and Asana email project calendars.
- Contributes to the ongoing creation and modification of marketing processes and strategies.
- Cultivates and maintains effective working relationships with internal stakeholders and external vendors and partners, including tour operators.
- Supports other marketing related projects such as marketing presentations as needed.

QUALIFICATION REQUIREMENTS

Education and Experience: To qualify for this position, applicants must possess a bachelor's degree (B.A.) from an accredited four-year college or university in an appropriate area of specialization (marketing or related field) and a minimum of 5 years of marketing, digital marketing, project management and/or an equivalent combination of education and experience.

Experience required for this position is as follows:

- Minimum of 2-years working with Salesforce Marketing Cloud platform and digital analytics tools (Google Analytics)
- High level knowledge of HTML and Adobe Creative Suite (Photoshop, InDesign, Canva, and/or Illustrator).
- Experience with customer relationship management systems (e.g. Salesforce), and project management tools (e.g. Asana)
- Excellent written, verbal, and communication skills are necessary.
- Exceptional organization and project/time management skills, with ability to handle multiple priorities and meet deadlines.
- Previous experience in travel digital marketing, a plus.
- High energy self-starter who is proactive, detail-oriented, organized, customer-oriented, and a collaborative team player.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

How To Apply:

Please forward a resume, and cover letter to:	SECareers@si.edu Please include the position title in the subject line.
Applications received on or before August 15, 2024, at 5:00pm (EST) will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year).	
What To Expect Next: Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. After a review of applicant resume is complete, qualified candidates' résumés will be referred to the hiring manager.	

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the "How To Apply" section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian's [Accommodation Procedures](#).

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: www.si.edu/oeema.

YOUR PRIVACY IS PROTECTED

Trust Applicants Demographic Form

Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form at: https://www.si.edu/ohr/jobs_public/trust-eeo/jr/se-24-0145