



Smithsonian Institution

**Position & Candidate
Specification**

**Career Opportunity
This is not a Federal Position**

We are currently accepting applications to fill the following vacancy:

**Marketing Coordinator, Smithsonian Journeys
Announcement Number: SE-25-0129
Number of Vacancies: One**

OPEN DATE: April 23, 2025
CLOSING DATE: May 7, 2025
PAY BAND: H
SALARY RANGE: Up to \$64,000 (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

This position is an integral part of the Smithsonian Journeys marketing team responsible for the coordination and execution of a range of marketing initiatives. The role will have two primary areas of focus 1.) Assisting with production and distribution of print marketing materials, and 2.) Webinar and other digital and data support.

DUTIES AND RESPONSIBILITIES:

Direct Mail

- Collaborate closely with the Senior Marketing Manager, (Print) to coordinate the production of direct mail for several travel styles, including Small-Ship Ocean Cruising, River Cruising, Tailor-Made Journeys, Active Journeys, and Private Jet.
- Work closely and professionally with external tour operators, contractor/designer, Smithsonian Enterprises' pre-press team, and SJ team, managing schedules, proofreading, fact checking, photo research, coordinating feedback, map edits, routing proofs, and more requiring close attention to detail and adherence to deadlines.
- Extract and upload tour pages/spreads to website to make available for digital download. Audit on a regular basis for accuracy.

CRM / Database / Analytics

- Assist Senior Manager, Marketing Analytics and Audience Development with list procurement/administration, and campaign analysis/reporting.
- Pull data on leads, bookings, and cancellations for Monthly Marketing Snapshot and provide analysis.
- On a regular basis as requested, securely send data to Smithsonian magazine, Smithsonian Store, and other internal SI/SE units, and other external sources, and support customer data management requests.

Webinars

- Oversee Expert Lecture Webinar series, managing all logistics, including scheduling, license configuration, communication with external tour operators and experts, PowerPoint creation, and technical efforts.
- Collect and analyze performance data to inform strategies for improving future webinars on a monthly and annual basis.
- Develop ideas and support other webinars including sales webinars for certain travel styles

Other Duties

- Support and serve as back-up when needed for the Digital Content Manager publishing content to the SJ website via a content management system (CMS). On a regular basis, audit website for accuracy, including maps, brochure availability.
- Update and maintain SJ Marketing's Standard Operating Procedures (SOPs) and Copy Style Guidelines annually (and as needed) to align with current practices and to enhance clarity and effectiveness.
- Act as primary contact for out-of-office periods for VP Marketing, and other marketing team members when needed.
- Coordinate marketing presentations and distribute photo and cover images as needed.
- Assist with monitoring SJ general email inbox, responding to inquiries or directing to appropriate contact as necessary.
- Work with marketing team to manage centralized master marketing calendar.
- Provide weekly updates to the customer service team on current marketing activities to ensure the call center is well-informed and prepared.
- Administer the organization and distribution of all SJ logo files to ensure accessibility and consistency.
- Contribute to the ongoing creation and modification of marketing strategies and processes.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATION REQUIREMENTS:

Education and Experience:

A bachelor's degree in an appropriate area of specialization (marketing or related field) and a minimum of two (2) years of relevant marketing experience.

- Experience with traditional direct mail, mail production, writing, editing, proof-reading, and Adobe Creative Cloud.
- Experience with customer relationship management (CRM) systems (Salesforce).
- Experience with Microsoft Excel and PowerPoint.
- Excellent written, verbal, and listening communication skills are necessary.
- Exceptional organization and project management skills, with ability to handle multiple priorities and meet deadlines.
- High energy level, proactive, efficient, accurate, organized team player.
- Experience and/or interest in travel industry is a plus.

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.

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 May 7, 2025, 11:59pm (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 offers a number of exceptional benefits to its employees who qualify. Benefits 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)

The Smithsonian Institution is an **Equal Opportunity Employer**. 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 here:

https://www.si.edu/ohr/jobs_public/trust-eeo/jr/se-25-0129