Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Consumer Marketing Director-SI Magazines
Announcement Number SE-21-0131

| OPEN DATE:       | August 10, 2021 |
| CLOSING DATE:   | August 23, 2021 |
| PAY BAND:       | N               |
| SALARY:         | Commensurate with experience |
| APPOINTMENT TYPE: | Indefinite    |
| SCHEDULE:       | Full-Time      |
| DUTY LOCATION:  | New York, New York |

Who may be considered for employment: All qualified Smithsonian Enterprises employees eligible for employment in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process, please call 202-633-6409 (TTY).

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.

KEY REQUIREMENTS

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a 1-year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- Males born after 12/31/59 must be registered with Selective Service
- U.S. employment eligible

SUMMARY:
Consumer Marketing Director is responsible for circulation, promotions and all associated activities related to all SE publications as part of the SE Media Group. Independently responsible for setting department’s priorities and advising CRO of areas which demand action and possible alternatives. Work is evaluated in terms of effectiveness in accomplishing objectives of the department, which impacts directly on the results of the magazine.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

- Lead consumer marketing department for Smithsonian Enterprises publications: Smithsonian, Air & Space, including P&L deliverables.
- Consumer Marketing Director is responsible to the CRO for all work, including quality and timeliness, performed by the consumer marketing department.
- Improve circulation profitability, while optimizing rate base, file quality, and excellent customer service.
• Create strategy and tactics necessary to meet circulation department goals and present recommendations to the CRO for final approval.
• Manage profit contribution, including preparing and meeting budgets. Includes developing scenarios and assumptions for financial estimates (with the Finance Director’s and team members’ inputs), supervising the budget process and production forecasts.
• Supervise the consumer marketing department, suppliers, and consultants. In addition to managing existing staff, this includes determining ongoing staffing requirements, priorities, and resource allocation.
• Manage performance from existing vendors and supervise – or directly manage – procurement processes for hiring new vendors as needed to support the business.
• Supervise all membership marketing campaigns, including acquiring new members, renewing existing members, upgrading members to gift-giving and billing. This includes supervising unique marketing sources including annual direct mail volume as well as other promotions like internet (both onsite and keyword), email, renewals, gift, and all other membership channels of sale.
• Provide circulation information to the CRO for use in overall magazine planning.
• Supervise all aspects of customer service.
• Assist in developing and building new consumer businesses, for example special issues, book sales and virtual events.
• Work with counterparts and colleagues from other SE business units to ensure enterprise-wide initiatives succeed.
• Liaise with SI development entities to ensure effective coordination of marketing activities and customer service where required.
• Take on responsibility for special projects assigned by the CRO.

Knowledge & Qualifications Required:

Bachelor’s degree (B.A. or B.S.) from a four-year college or university or high school diploma or equivalent and at least 15 years of related experience, equipping the candidate with the knowledge, skills, and abilities to successfully perform the duties of the position.

Experience in all aspects of magazine circulation, including promotion and fulfillment.

• Experienced manager with ability to supervise employees and contractors and to evaluate services provided, to assure effectiveness and value of services provided.
• Comprehensive ability to develop appropriate marketing strategies to enhance circulation results of the Institution’s magazines.
• Experience with software and required computer programs supporting circulation.

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.

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.

Smithsonian Enterprises is a division of the Smithsonian Institution, the world’s largest museum and research organization. Established in 1846 with a bequest from English Scientist James Smithson, the Institution
currently encompasses 19 museums and galleries, the National Zoo and 9 research centers. The Smithsonian has facilities in 7 states, the District of Columbia and the Republic of Panama supporting over 6,200 employees.

**Smithsonian Enterprises** encompasses the Media Group, Retail Group, and Consumer Education Products and Licensing.

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

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**To Apply:**

| Please forward a resume, salary requirements, cover letter, and the link to writing samples to: Application materials submitted without salary information will not be considered. Applicants not meeting the mandatory and minimum requirements will not be considered. | SECareers@si.edu
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Please include the position title in the subject line. | |

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. **What to expect next**: After a review of applicants is complete, qualified candidates’ résumé’s will be referred to the hiring manager.

Relocation expenses are not paid.

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

The Smithsonian offers a number of exceptional benefits to its employees who qualify. Benefit programs 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)