We are currently accepting applications to fill the following vacancy:

Senior Marketing Manager, Audience Development, Smithsonian Travel
Announcement Number SE-21-0140

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>September 21, 2021</th>
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</thead>
<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>September 28, 2021</td>
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<td>PAY BAND:</td>
<td>K</td>
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<tr>
<td>SALARY:</td>
<td>(Commensurate with experience)</td>
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<tr>
<td>APPOINTMENT TYPE:</td>
<td>Indefinite</td>
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<tr>
<td>SCHEDULE:</td>
<td>Full-Time</td>
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<tr>
<td>DUTY LOCATION:</td>
<td>Washington, DC</td>
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Who may be considered for employment: OPEN TO QUALIFIED SMITHSONIAN ENTERPRISE EMPLOYEES ONLY. 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:
This position is senior member of the Smithsonian Journeys marketing team, planning and executing marketing initiatives for direct-to-consumer campaigns across channels. Areas of focus include 1.) Analysis and reporting on all aspects of Journeys marketing. 2.) Refining direct mail and digital audience targeting, 3.) Ownership of Customer Relationship Management (Salesforce.com) and other CRM-integrated tools, and 4.) Leading Journeys integration with Smithsonian Enterprises’ Customer Database Platform (CDP). The incumbent reports to Travel VP, Marketing.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:
- Identify and implement reporting and analytics for all aspects of Journeys marketing, including post-campaign follow up reporting; as well as managing the measurement, analysis, and reporting of key measures for revenue and audience growth.
• Recommends and implements tools and procedures to model, measure, and report on audience and revenue growth, content performance, and lead generation to aid in planning.

• Leverage’s data and research to identify core audience segments and offer actionable strategies. Researches and understands the travel landscape to identify, evaluate, and recommend new testing and strategies to grow targeted audience, enhance the user experience, and improve results.

• Leads annual analysis on consumer behavior and marketing results, recommending strategies for marketing (customer engagement, buying trends, conversion tracking), presenting to wider Smithsonian Enterprises and Journeys teams. Recommends processes to evaluate and understand buyer personas and the customer.

• Creates and distributes monthly reporting of SJ marketing to include analysis, measuring performance, response rates, conversion rates, and ROI to continuously improve marketing effectiveness, and quantify contributions to overall business goals.

**Circulation Management**

• Develop new circulation plans for all Travel direct mail programs.

• Generate targeted lists for direct mail and digital campaigns, working closely with tour operator partners and with internal SE/SI business units, establishing processes to manage tight schedules/timelines and measure results.

• Analyze circulation results, including response rate, cost/booking, and segment profitability for each direct mail campaign.

• Identify new models or lists to test in upcoming direct mail programs.

**Customer Database Management**

• Leads Audience Development for Journeys team, growing targeted lists, extending reach, and developing ideas to enhance the customer lifecycle and experience while increasing revenue, retention, and lifetime value.

• Recommends and implements audience segmentation and selection criteria, directing database modeling efforts, working with internal business units and outside vendors.

• Leads Journeys’ integration with Smithsonian Enterprises’ new CDP (Customer Database Platform).

• Manage CRM-integrated tools and the relationships with associated external vendors/contracts, recommending annual budget needs while ensuring internal SI contractual requirements and budgets are met. Relationships include Salesforce.com CRM; Salesforce CRM developer; address standardization tool; survey tool; list modelling company; etc.

• Ensures data is kept up to date for effective and most cost efficient direct-to-consumer marketing.

**REQUIREMENTS AND QUALIFICATIONS:**

• A Bachelor’s degree in an appropriate area of specialization (marketing or related field) and a minimum of 10+ years of related marketing experience.

• Experience with digital analytics tools (Google Analytics), data visualization tools (Tableau), web content management (CMS), Salesforce CRM, and Adobe Creative Cloud

• High-level proficiency with Excel, word processing, and presentation software (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.

• Experience in travel marketing, 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.

**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, Educational Travel and E-Commerce.

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

**To Apply:**

<table>
<thead>
<tr>
<th>Please forward a resume, salary requirements, cover letter to:</th>
<th><a href="mailto:SECareers@si.edu">SECareers@si.edu</a></th>
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<tbody>
<tr>
<td>Application materials submitted without salary information will not be considered. Applicants not meeting the mandatory and minimum requirements will not be considered.</td>
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<tr>
<td>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. <strong>What to expect next:</strong> After a review of applicants is complete, qualified candidates’ résumé’s will be referred to the hiring manager.</td>
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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)