Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy.

Email Marketing Manager, Smithsonian Travel
Announcement Number SE-24-0107

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>November 30, 2023</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>December 14, 2023</td>
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<td>PAY BAND:</td>
<td>I</td>
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<tr>
<td>SALARY RANGE:</td>
<td>$68,000 - $75,000 annually (Commensurate with Experience)</td>
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<tr>
<td>POSITION TYPE:</td>
<td>Trust Fund</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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<td>DUTY LOCATION:</td>
<td>Washington DC</td>
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Who may be considered for employment: Open to all qualified candidates eligible to work 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. See Smithsonian EEO program information: www.si.edu/oema

KEY REQUIREMENTS
- Pass Pre-employment Background Check and Subsequent Background Investigation for a position designated as Low Risk
- Complete a 1 year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- U.S. employment eligible without sponsorship

OVERVIEW
Reporting to the V.P., Marketing, 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; including management of webinars
2. Analysis and reporting on email marketing results.

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

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, welcome series, and other communications.
- Working with the Programming group, develop and execute monthly plan for targeted email promotions.
• 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.

**Paid Digital Advertising**
• Contributes to development and implementation of paid digital advertising plan, working as a part of the digital advertising team and external agency.
• Supports other digital advertising as needed.

**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.

**Additional Duties**
• Works with marketing team to manage centralized master marketing calendar.
• 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.

**Education/Knowledge /Qualifications:**
Bachelor’s degree in an appropriate area of specialization (marketing or related field) and a minimum of 5 years of email marketing, digital marketing, PPC campaigns, project management or other, related experience.
• Minimum of 2-years working with enterprise email platforms (e.g. Acoustic) and digital analytics tools (Google Analytics)
• Working knowledge of HTML and Adobe Creative Suite (Photoshop, InDesign, Canva, and/or Illustrator).
• Familiarity with customer relationship management systems (e.g. Salesforce).
• 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.
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 operates retail, media, product development, licensing and other services which promote the Smithsonian mission while generating an essential source of unrestricted funding for the Institution. By providing products and services that reflect the mission of the museums and research centers, Smithsonian Enterprises plays a critical role in advancing the Institution’s mission: the increase and diffusion of knowledge.

Smithsonian Enterprises encompasses Smithsonian magazine, Museum stores, Restaurants, IMAX theaters and the Smithsonian Catalog, Consumer products, Educational travel, e-commerce, and commercial media enterprises in book publishing and the Smithsonian TV Channel.

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

<table>
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<tr>
<th>Please forward a resume, salary requirements and cover letter to:</th>
<th><a href="mailto:SICareers@si.edu">SICareers@si.edu</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Application materials submitted without salary information will not be considered.</td>
<td>Please include the position title in the subject line.</td>
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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 candidate’s résumés will be referred to the hiring manager.

Relocation expenses are not paid.

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)

**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:

[Email Marketing Manager, Smithsonian Travel | Office of Human Resources (si.edu)]