Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

E-Marketing Specialist
Announcement Number: SITRUST-23-TSA0901
Number of Vacancies: 1

OPEN DATE: September 1, 2023
CLOSING DATE: September 6, 2023
SALARY RANGE: IS-1101-07 ($53,105 – $60,185)
POSITION TYPE: Trust Fund
APPOINTMENT TYPE: Excepted Trust 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.
OVERVIEW

Smithsonian Associates leverages the vast resources of the Smithsonian Institution to create a broad array of public programs for Associates members and the public, in the Washington area and across the country. Associates offers a widely diversified program of performing arts, films, lectures, seminars, courses, study tours, teacher and student workshops, children’s theater, and summer camp, developed from Institutional and other resources. Audiences of all ages explore the best in scientific, historic, artistic, and cultural expression drawn from the United States and around the world. Through their participation, members and the public become involved in the Institution’s work, creating broad interest and support for the Smithsonian.

Dynamic Membership & Marketing strategy team is searching for an enthusiastic point person to promote member and nonmember engagement in a wide variety of 1,000+ annual cultural/educational programs, the bulk of which take place online via Zoom.

DUTIES AND RESPONSIBILITIES

- Utilizes the Smithsonian Associates’ customer relationship management system (Tessitura) to identify, segment, and extract customer data for email campaigns and online questionnaires.
- Coordinates the creation and deployment of targeted communication campaigns—primarily by email and online surveys.
- Tracks and reports on results for campaigns designed to encourage interest opt-ins, online Zoom program registrations, membership sales & renewals, and repeat purchases.
- Utilizes the functionality of the sites and services to promote interest in TSA memberships and activities, to drive traffic to the TSA Web sites, to encourage participation.
- Assists in maintaining patron contact information and preferences.

QUALIFICATION REQUIREMENTS

- Ability to create and deploy email sales campaigns, e.g., emails designed to promote online sales transactions, and for email newsletters, gained through work experience.
- Ability to plan, schedule, execute, and report on multiple, simultaneous email sales campaigns across multiple product lines and target audiences, gained through work experience.
- Ability to write and edit existing copy to generate customer interest in products, to clearly state promotional offers, which encourage click-throughs to the appropriate landing pages, and result in generating sales.
- Ability to manage e-mail sales campaigns, eNewsletters, online questionnaires & polls, and track results.
- Knowledge of customer relationship management (CRM) systems, including A/B split testing.
- Excellent writing and communication skills. Knowledge of writing copy for diverse audiences.
- Knowledge of direct marketing, including customer segmentation & targeting, campaign management, source code configurations, tracking techniques, and analysis of results.
- Knowledge of and experience with using email marketing techniques and best practices, email tracking systems, page layout and design tools, and common email promotional offers.
- Knowledge of and experience with popular social networking sites and features.
- Knowledge of Microsoft Office applications, with an emphasis on file (data asset) management techniques.
- Knowledge of product sales operations, membership programs, and customer relationship management applications.
- Ability and willingness to work in a team environment, demonstrating a respectful manner in all interactions.

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:

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<thead>
<tr>
<th>Please forward a resume, and cover letter to:</th>
<th>Point of Contact Name: <a href="mailto:Associates-Careers@si.edu">Associates-Careers@si.edu</a></th>
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<td>Please include EMarketing – Member Cultivation in the subject line.</td>
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Applications received on or before **September 6, 2023, 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); and average number of hours worked per week.

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/oema](http://www.si.edu/oema).

**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/sitrust-23-tsa0901](https://www.si.edu/ohr/jobs_public/trust-eeo/jr/sitrust-23-tsa0901)