

## **Digital Marketing Associate - PT**

The National Museum of American Jewish History is seeking a Digital Marketing Associate. The position is part-time (25 hours/week) with the potential to become full-time. The Digital Marketing Associate's role will be to be the day to day manager of all of the Museum's digital marketing efforts.

### **Key Responsibilities**

- Social media strategy and day to day maintenance
- Online advertising strategy and day to day management
- Google Adwords
- E-newsletter and e-blasts
  - List management
  - Create and distribute institutional e-news
  - Edit e-newsletters from other departments
  - Work with Marketing and Communications Assistant to maintain e-news calendar
- Website strategy and maintenance

### **Minimum Requirements**

- Two - three years digital marketing experience
- Excellent writing (particularly short-form) and editing skills
- Genuine interest in the subject matter covered by the Museum
- A team player with a "can do" attitude who is always looking for ways to improve the Museum's digital marketing presence

### **How to apply**

Please visit submit cover letter, resume, and answers to the following exercise to [marketing@nmajh.org](mailto:marketing@nmajh.org):

#### *Exercise*

NMAJH hosts a signature event every December 25 called "Being \_\_\_\_\_ at Christmas." You can find more information about it [here](#). Given the information you have, please tell us, in no more than two pages, how you would recommend marketing it through all digital vehicles (website, online ads, social media, e-newsletters, etc.) and explain why you are making those particular recommendations.