



Marketing and Communications Manager

POSITION SUMMARY:

The Marketing and Communications Manager is responsible for implementing the institution's media and marketing initiatives, including advertising, new media, website, and publications. They will manage an annual budget for marketing and communications and will collaborate closely with board leadership, staff, and key clients to handle strategic communications. They will set the fundamental tone, philosophy, and strategy for the NSCDA's advertising and social media campaign as well as the development of the NSCDA and related websites. They will collaborate with and advise all teams on digital platforms to engage NSCDA, Dumbarton House Museum, and Great American Treasures audiences on and off site. They will work closely with the Executive Director to establish successful partnerships and outreach initiatives to further the mission and visibility of the NSCDA and Dumbarton House Museum. They will play an integral role in the NSCDA's messaging and events surrounding the United States' 250th anniversary.

ESSENTIAL DUTIES & RESPONSIBILITIES:

1. Manages an annual advertising budget to promote attendance and revenue goals for the institution's diverse offerings, including but not limited to national mission initiatives, philanthropic campaigns, Dumbarton House Museum exhibitions, special events, tours, and educational programs.
2. Plans and oversees integrated advertising campaigns that utilize an effective and creative media mix that has maximum motivational impact on targeted audience segments and geographical markets.
3. Leads the development and management of the NSCDA, Great American Treasures, and Dumbarton House Museum visual and digital brand guidelines, ensuring that all advertising, media, and communications meet established level of consistency and excellence.
4. Builds all brand awareness.
5. Directs and/or manages the NSCDA's in-house brochures/publications, working closely with the Executive Director and Institutional Advancement Office on an Annual Report, and with NSCDA board/committee members on *Dames Discovery* magazine.



6. Develops, directs, and facilitates social media strategy, and ensures that these efforts are tied to, and complement, traditional marketing efforts.
7. Oversees the appearance, functionality, and content for the NSCDA website, working with the Director of Finance and Administration to help integrate a new CRM.
8. Analyzes and evaluates effectiveness of marketing campaigns and creates tools that document their impact. Regularly reports metrics and utilizes them to increase response performance.
9. Writes content for advertising and institutional projects. Proofs projects and publications to ensure accuracy, consistency, and effectiveness of communication and NSCDA brand.
10. Performs other duties as needed.

KEY ATTRIBUTES & QUALIFICATIONS:

- Bachelor's degree in communications, Marketing, English or related field with experience in a museum or non-profit environment. (Preferred post graduate studies in business, marketing, or non-profit management with 5 years of experience in a fast-paced marketing, communications and/or media environment.)
- Proficient in building and managing multi-media advertising campaigns, with depth of marketing knowledge to include print, digital, outdoor, direct mail, social media, web, broadcast, and more.
- Strong background in brand development and management.
- Ability to conceptualize, implement, and proof for visual consistencies across multiple media touch points is critical. Keen, sensitive eye for design standards and applications, as well as expertise in defining issues that could relate to final quality of design product is essential.
- Strong copywriting skills are critical. Proven proficiency crafting engaging content for various target markets and marketing applications. Promotional copywriting skills a plus.
- Dynamic and forward-thinking communicator with strong project management and organizational skills, including marketing expertise. Analytical, forecasting, and research skills a plus.
- Knowledge of media buying and planning.
- Strong understanding of digital space and its marketing potential. Ability to understand the context of non-traditional marketing efforts in relation to broader institutional marketing strategies.



- Ability to perform under deadline pressures and balance multiple priorities.
- Strong interpersonal skills. Must possess well-developed written and verbal skills to interact with staff, board members, and outside vendors in a professional and diplomatic manner.
- Proficiency in Microsoft Office Suite, Adobe Acrobat, Google Analytics, Word Press, and related platforms.

SALARY AND BENEFITS:

- \$60,000 – 65,000 annually
- Paid time off
- Health, Dental, and Vision Insurance
- Retirement Plan
- Life Insurance.
- Free on-site parking
- Transit/Capital Bike Share benefits
- Staff museum gift shop discount
- Dumbarton House is an Equal Opportunity Employer.

TO APPLY:

- Send a cover letter and resume to: Cecily Nisbet, Director of Institutional Advancement at CecilyNisbet@dumbartonhouse.org subject line: “Marketing and Communications Manager”
- No phone calls please.
- Qualified applicants will be contacted to schedule an interview and have references reviewed.

Location: Dumbarton House Museum, 2715 Q Street, NW Washington DC, 20007

About the NSCDA

The National Society of The Colonial Dames of America (www.nscda.org) is one of the oldest historic preservation organizations in America. Founded in 1891 as a women's lineage organization, the NSCDA now has over 15,000 members in 44 Corporate Societies and owns, operates or supports over 90 historic properties and sites throughout the United States. Our mission is to promote respect for the people, places and events that led to the formation of our country through historic preservation, patriotic service, and history education programs.