



Andrew Jackson Foundation

Job Description

Position Title: Digital Marketing Specialist
Reports to: Vice President of Marketing and Communication
Exempt status: Exempt, Full Time – Nights and Weekends as Needed

The mission of the Andrew Jackson Foundation is to preserve The Hermitage, the home of President Andrew Jackson, to create learning opportunities, and to inspire citizenship through experiencing the life and unique impact of Jackson.

Primary Responsibilities

- Update and maintain thehermitage.com.
- Create monthly social media content calendar for Facebook, Twitter, Instagram and YouTube.
- Design and execution of e-marketing campaigns for general knowledge, programs, development initiatives, Museum Store sales, etc.
- Update and maintain the organization's online ticketing page through T-New.
- Manage event listings for The Hermitage.
- Manage digital marketing and website vendors.
- Design graphics needed for advertising, social media, thehermitage.com, etc.
- Create content for The Hermitage blog.
- Assist other staff with the of their department's blog.
- Film and edit promotional videos.
- Maintain and update Museum Store website in collaboration with store manager.
- Act as the staff photographer for Andrew Jackson Foundation and The Hermitage programs and events
- Participate in the planning and execution of event programming.

Qualifications

- Bachelor's degree required with preference for Marketing and Communications.
- A minimum of three years of professional marketing experience, preferably at a museum, historic site or similar tourist attraction.
- Experience in Final Cut Pro (video editing software), WordPress and web marketing initiatives.

- Experience working in Tessitura and T-New or other donor data base/CRM software is preferred.
- Experience working in graphic design software, including Adobe Creative Suite.
- Excellent computer skills.
- Strong organizational and time management skills with exceptional attention to detail.
- Excellent verbal and written communication skills.
- A team player who will productively engage with others at varying levels of seniority within and outside of the Foundation.
- Highly motivated and ability to be a self-starter and work independently without close oversight.
- Flexibility to work varied hours, including some evenings and weekends, as well as being a team player who keeps the mission of the Foundation at the forefront.

Experience, skills and abilities requirements

Past experience in web/video marketing/content creation. Clear verbal and written communication skills. Excellent customer service skills are essential, employing courtesy and discretion in dealing with the public and other employees. Have a general knowledge of office equipment. The Digital Marketing Specialist must always present a professional demeanor and appearance and maintain confidentiality. A clear interest in history is preferred. Knowledge and daily use of email and Microsoft office applications are required. Must demonstrate a willingness to work weekend and special events.

To Apply

Send resume and cover letter to jobs@thehermitage.com.

Employee Signature:

I have read and understand all of the above. I have reviewed the duties and responsibilities for which I am responsible, as well as the minimum requirements of this position with my supervisor. I understand that this document does not create an employment contract and that I am employed by The Hermitage on an "at will" basis.

Reviewed with:

Digital Marketing Specialist

Date

VP, Marketing & Communications

Date