



Position: Digital Marketing Manager

Department: Membership and Communications

Classification: Full-time; Non-Exempt

Reports to: Director, Membership and Communications

Posted May 2, 2022

General Summary

The Digital Marketing Manager is responsible for providing the Membership and Development departments with the technical support required to execute the Museum of New Mexico Foundation's (MNMF) digital marketing campaigns for membership, annual fund, division giving, and related events. This individual will manage all aspects of email marketing, including the building of email campaigns, development and management of engagement studios, list building and generation, reporting, and other related digital marketing tasks.

Essential Functions & Responsibilities

- Understand and help MNMF reach its digital marketing goals, assisting in strategy and analysis, and providing recommendations for adjustments to conduct the most effective campaigns for the organization.
- Support General Membership, The Circles, Circles Explorers, Corporate Partners, Business Council, Shops and Development with e-mail campaigns. Including but not limited to membership e-renewals, membership and annual fund campaigns, event invitations, and division fundraising appeals and e-newsletters.
- Participate in the development of marketing campaigns, member services and brand identity.
- Collaborate with Membership and Development staff to strategize use of Pardot Engagement Studios, in order to plan email schedule and content, using pre-written and approved copy and photos, and hyperlinks to Eventbrite forms. Responsible for building, testing, and sending these communications.
- Upload static lists, working with Membership and Development staff on building dynamic lists for Campaigns (year two).
- Build out Preference center, implementing, tracking and updating system as necessary.
- Generate related reports, including analysis of email campaign effectiveness.
- Manage e-mail marketing calendar.
- Make relevant website updates relating to digital marketing campaigns.
- Create and manage e-mail style guide and uphold brand and style standards.
- Assist with integrations as they relate to digital communications (including integration with external entities, like the Department of Cultural Affairs).
- Work with contractors and other departments on HTML, inline CSS, and database changes for template design, dynamic list generation and other forms of tracking and integration.



- Work with other staff and contractors on related digital marketing tools such as the website, blog, social media and Google Ads.
- Continue to train and build Pardot Marketing skills through online courses.

Required Qualifications

- 2-year degree or greater preferred
- 3 to 5 years of traditional marketing experience
- Strong written and verbal communication skills
- Keen eye for design and attention to detail
- Demonstrated ability to learn new software and programs
- Outstanding organizational skills
- Excellent computer skills, including proficiency in Outlook, Word, Excel, and PowerPoint

Desired Attributes

- Experience with database systems and/or CRMs, such as Salesforce and Tessitura
- Experience with Pardot
- HTML and CSS knowledge a plus
- Collegial and collaborative work style
- Ability to always maintain a high level of professionalism
- Ability to work independently and as part of a team
- Positive attitude, patience, and tolerance
- Ability to stay abreast of current trends, demographic changes, and industry best practices

Salary & Benefits

- Salary commensurate with skills and experience, between \$45,000 - \$55,000/yr
- Medical and dental insurance options (80% of premiums covered for employee)
- Life and long-term disability insurance
- Generous paid time off
- 401(a) and 403(b) retirement options
- Complimentary Museum of New Mexico Sponsor-level membership
Includes membership for two adults, and up to four children under age 18, along with membership in the North American Reciprocal Museum (NARM) Association.



To Apply

Please e-mail PDFs of your resume and cover letter to apply@museumfoundation.org, including "Digital Marketing Manager" in the subject line of your e-mail. *No phone calls please.*

Applications will be accepted until the position has been filled. All applications received by Tuesday, May 31, 2022 will be given full consideration.

The Museum of New Mexico Foundation is an equal opportunity employer.