



Position: Digital Marketing Manager

Department: Membership and Communications

Classification: Full-time; Non-Exempt

Reports to: Director, Membership and Communications

Posted: July 11, 2022

General Summary

The Digital Marketing Manager is responsible for the Museum of New Mexico Foundation's (MNMF) digital marketing campaigns, working within the Foundation's email marketing platform. This individual will manage all aspects of email marketing, including the building of email campaigns, development and management of drip campaigns, list building and generation, reporting, and other related digital marketing tasks.

Essential Functions & Responsibilities

- Manage the email campaigns for membership, development, shops and MNMF in general in Pardot, including but not limited to e-renewals, fundraising campaigns, event invitations and e-newsletters
- Write, design and create content for email campaigns
- Analyze email campaign performance and provide reports
- Create and manage preference centers and audiences
- Utilize Pardot Engagement Studios for leads to create engaging drip campaigns
- Pull and upload static lists from database, and work with staff on building dynamic lists for campaigns
- Manage email marketing and social media calendar in Pardot
- Create and manage email style guide, uphold brand standards, establish process and best practices for email marketing and online engagement
- Assist with integrations as they relate to digital communications
- Work with contractors and other staff on website, email template design, database changes for static and dynamic list generation and reporting and other digital arenas such as social media and Google ad words
- Continue to train and build skill set and knowledge on Salesforce marketing and Pardot through online courses
- Understand and help MNMF reach its big picture marketing goals, assisting in strategy and analysis, and providing recommendations for adjustments to conduct the most effective campaigns for the organization



- 4-year degree or greater preferred
- 3 to 5 years of related marketing experience
- Strong verbal and written communication skills
- Keen eye for design and attention to detail
- Experience working in a CRM/database
- Experience with email marketing platforms such as Pardot, Mailchimp, Constant Contact, etc.

Desired Attributes

- Experience with Salesforce
- Experience with Pardot
- HTML and CSS knowledge a plus
- Non-profit experience a plus
- Has the resources necessary to stay abreast of current trends, demographic changes and industry best practices

Salary & Benefits

- Salary commensurate with skills and experience, between \$50,000 - \$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 mariann@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.

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