



Position: Digital Marketing Manager

Department: Membership and Communications

Classification: Full-time; Exempt

Location: In-Person, Santa Fe, NM

Reports to: Director, Membership and Communications

Posted: March 1, 2023

General Summary

The Digital Marketing Manager is responsible for the Museum of New Mexico Foundation's (MNMF) digital marketing, including fundraising from and communications to members, donors and the community. 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 analysis, and other related digital marketing tasks such as social media, website and blog management, online advertising, and other digital projects.

Essential Functions & Responsibilities

- Manage MNMF email campaigns for membership, development, shops in Pardot (also known as Marketing Cloud Account Engagement), including but not limited to e-renewals, fundraising campaigns, event invitations and e-newsletters.
- Analyze email campaign performance and provide reports, future strategy
- Pull and upload static lists from database, and work with staff on building dynamic lists. Manage preference center and email audiences.
- Utilize Pardot Engagement Studios for leads to create engaging drip campaigns.
- Advise, train and be a resource for staff as it pertains to email strategy, content, design and best practices.
- Manage and develop strategy for email marketing and social media calendar in Pardot.
- Work with contractor and Director on social media strategy and content.
- Work with contractor and Director on Google Analytics and Ad Words.
- Manage MNMF's two blogs.
- Maintain MNMF's website, making updates, working with contractors on updates/enhancements.
- Uphold email style guide and brand standards, establish process and best practices for email marketing and online engagement.
- Assist with CRM, website, shops and museum admissions software integrations as they relate to digital communications.
- Continue to train and build skill set and knowledge on Salesforce marketing and Pardot.
- Understand and help MNMF reach its big picture marketing goals, stay abreast of technology trends.



Preferred Qualifications

- Bachelor's degree or proven experience
- 3 to 5 years of 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

Salary & Benefits

- Salary commensurate with skills and experience, in the general range of \$55,000/year
- 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

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.

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