

## Assistant Manager, Audience Development & Engagement

The American Alliance of Museums seeks an Assistant Manager with strong project management and writing skills to support the AAM's Marketing & Communications & Content teams. This is a great opportunity for a candidate with basic marketing experience to take their skills to the next level by supporting AAM's new digital strategy.

We are a small but mighty team committed to continuous learning and fostering an inclusive and equitable workplace. We love museums and are excited to cultivate resources and programs that support the professionals who work in museums! AAM operates under a hybrid work schedule that includes remote work and in-person work at our Arlington, VA office approximately 1-2 days per week. Candidates must reside in the DC metro area (DC, MD or VA) and be able to provide proof of COVID-19 vaccination on their first day.

### About the position:

As part of the Audience Development & Engagement team, the Assistant Manager manages an editorial calendar; corresponds with content contributors; formats and uploads content to the AAM website; drafts and formats three weekly newsletters; drafts social media copy; and performs data entry.

Starting salary high \$50's annually and the position is eligible for a robust benefits package including: Health, Vision, Dental Insurance with generous employer contributions on cost sharing; Generous vacation, sick and personal leave; 403(b) Retirement Plan with matching employer contribution; Telework/flexible schedules when appropriate; Access to onsite, state-of-the-art gym/showers/bicycle storage; and more.

### Skills and qualifications:

- Minimum 2 years of related experience, with at least one year of experience drafting marketing materials, email campaigns, and/or social media copy for an organization.
- Strong organizational, project management, and writing skills required; plus a strong eye for design and imagery/photography.
- Experience with or ability to learn to use Microsoft and some Adobe Creative Suite applications, WordPress, social media drafting and scheduling tools, and collaboration platforms including Asana, Confluence, Airtable, and Slack.
- AAM is particularly interested in candidates who are enthusiastic about contributing to a workplace environment that values DEAI and can complement our DEAI work by offering unique perspectives and understanding of issues impacting groups that have been traditionally under-represented in the museum field.

**How to apply:** To encourage a broad pool of candidates with various backgrounds to apply and to foster an equitable recruitment process, we are applying some principles of "blind hiring." To apply, please submit one document in PDF format to [hr@aam-us.org](mailto:hr@aam-us.org), using "Assistant Manager" in the subject line that includes the following:

1. As part of your application, please include your resume, but do not include personal identifiers such as your name or address. Please include education but omit school names and graduation years. Please include your email address.
2. In lieu of a cover letter, please provide responses to the following questions as part of your application (no more than 2 pages):

- a. Describe how your approach to writing marketing copy has evolved based on your experiences, the nature of your work, and/or accomplishments.
- b. Please share how your lived experience connects to or enhances your ability to contribute to AAM's DEAI work.

Applications received by **January 31, 2023** will receive full consideration from our hiring team. Applications will be evaluated based on the content of the replies and the ability to communicate clearly. Candidates who are selected for further screening will be contacted by email within two weeks after this deadline. We expect to conduct interviews beginning mid-February. Due to the large number of applications AAM receives, we can only contact those candidates selected for further screening. Please contact Human Resources at [hr@aam-us.org](mailto:hr@aam-us.org) if you need an accommodation in submitting your application.

**Don't meet every single requirement?** Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. AAM values a diverse and inclusive workplace, so if you are excited about this role but your experience doesn't align perfectly with all of the qualifications, we encourage you to apply anyway. You may be just the right candidate for this or other opportunities.

**About the Alliance.** The American Alliance of Museums, a 501(c)(3) non-profit organization, is a trusted leader, partner, and advocate for museums, representing art, history, and science museums, as well as aquariums, zoos, and botanical gardens. With a budget of \$10M and staff of 40, the Alliance provides leadership, advocacy, and service to its membership and the museum field. Headquartered in Arlington, VA, the Alliance is an equal opportunity employer and values a diverse workplace. For more information, please visit [www.aam-us.org](http://www.aam-us.org).