Assistant Manager, Marketing and Content

The American Alliance of Museums seeks an Assistant Manager with strong writing or marketing, and project coordination skills to support AAM’s marketing and content teams as an integral member of the Audience Development & Engagement department.

This is a great opportunity for a candidate who has some experience in marketing or content creation for an organization, and is interested in growing as the department expands its work to support AAM’s new digital strategy.

AAM has 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:

The person in this Assistant Manager position will help convey, across multiple communications channels, the Alliance’s editorial content, events, programs, and opportunities, with the goal of enhancing user experience and attracting new audiences. The Assistant Manager will report to the Assistant Director, Marketing & Communications and works collaboratively across departments as needed to complete marketing or content deliverables. This position includes:

- (50%) Marketing production and management, including:
  - creating social media posts, including copywriting and occasionally creating graphics (experience using Adobe platforms is desirable but not required) for email campaigns and social media
  - leading the management of the social media content calendar
  - three weekly email newsletters (varying degrees of production needed)
  - managing and creating occasional email campaigns
  - following procedures for email contact management using Mailchimp

- (35%) Content coordination and logistical support, including:
  - coordinating an editorial content calendar, including corresponding with content contributors to inform prospective content and the content pipeline, while working closely with the Assistant Director, Content and Content Manager and Editor II
  - some WordPress production for finalized Content team deliverables

- (15%) Administrative tasks including data entry in support of departmental analytics and goals, member communications, and social media monitoring

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, including at least one year of experience drafting either marketing language, blog posts or similar content, email campaigns, or social media for an organization.
- Requires strong writing, organizational, and project coordination skills, and a strong eye for design and imagery.
- Experience with Microsoft programs.
- Experience with or ability to learn to use: WordPress, Mailchimp, Adobe Creative Cloud applications, social media drafting and scheduling tools, and collaboration platforms Asana, Confluence, Airtable, and Slack.
- AAM is particularly interested in candidates who are enthusiastic about contributing to a workplace environment that values diversity, equity, accessibility, and inclusion (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. Please submit with your application either option: a cover letter or explain (in no more than 250 words) a past marketing or content writing project that you managed, and its outcome.

Applications received by July 21, 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 in late July. 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).