JOB TITLE: Digital Marketing Manager
REPORTS TO: Director, Digital Marketing & Social Media
FLSA: Exempt
Salary Range: $50,000 to $60,000/year

ORGANIZATION MISSION
The National Civil Rights Museum (NCRM), located at the historic Lorraine Motel, honors and preserves the legacy of Dr. Martin Luther King. We chronicle the American civil rights movement and tell the story of the ongoing struggle for human rights. We educate and serve as a catalyst to inspire action to create positive social change.

POSITION SUMMARY
The Digital Marketing Manager at the National Civil Rights Museum will be responsible for managing our digital marketing efforts, driving revenue growth, and nurturing meaningful connections with our advocates and supporters. Reporting to the Director of Digital Marketing & Social Media, this role will play a key part in furthering the Museum's impact and future.

JOB RESPONSIBILITIES

- **Digital Strategy:** Develop and execute a comprehensive digital marketing strategy to enhance the museum's online presence, drive visitorship, and support fundraising efforts.
- **Content Management:** Oversee the creation and curation of engaging and relevant content for the museum's website and email marketing.
- **Email Marketing:** Develop, manage, and optimize email marketing campaigns to drive engagement, membership, and fundraising efforts.
- **Copywriting:** Create and edit captivating and informative copy for the museum's website, email marketing.
- **Search Engine Optimization:** Monitor and enhance the museum's search engine optimization and search engine marketing strategies to increase online visibility.
- **Analytics and Reporting:** Analyze website and social media performance metrics, providing regular reports to measure the effectiveness of digital marketing efforts and making data-driven recommendations.
- **Partnerships and Collaborations:** Identify and build partnerships with like-minded organizations, influencers, and stakeholders to expand the museum's digital presence and reach.
- **Brand Management:** Ensure brand consistency and integrity across all digital channels and materials.
• **Collaboration:** Work closely with cross-functional teams within the museum, including education, curatorial, and events, to coordinate digital marketing efforts and align messaging.

**TYPICAL PHYSICAL / SOCIAL REQUIREMENTS**

• Requires the ability to operate general office equipment and occasionally move various office items weighing approximately 15 lbs. or less
• While the majority of the work is performed inside, some outdoor work is required during various Museum-related functions
• Minimal travel may be required, as appropriate, to support out of town donor events and/or attend conferences and other business-related meetings
• Will be required to oversee and/or attend some evening and weekend events

**MINIMUM QUALIFICATIONS**

• Bachelor’s degree in business, marketing, or a related field preferred.
• 5-7 years of relevant experience
• Proven digital marketing experience with a history of meeting or surpassing targets preferred.
• Proven success managing Google Analytics, Google Ads, SEO.
• Exceptional leadership and team management skills.
• Applied knowledge managing digital fundraising tools and platforms.
• Analytical mindset with the ability to interpret data and make data-driven decisions.
• Experience with marketing technology (CRM, Email Service Provider, Analytics Tools, etc.)
• Familiarity with donor management systems and fundraising software.
• Creative problem-solving skills.
• Strong project management abilities.
• Passion for nonprofit work and a commitment to our mission.
• Must have a valid drivers license

Please send your resume along with a cover letter to Gremesha Crump @ gcrump@civilrightsmuseum.org