

## **Marketing and Communications Manager**

### **NATIONAL VETERANS MEMORIAL AND MUSEUM**

The National Veterans Memorial and Museum (NVMM) in Columbus, Ohio represents a national initiative of profound importance for our nation's 20+ million living veterans. There was previously no single monument or museum dedicated to the veteran's experience in the US until today. With 30,000 square feet available for exhibit space, this new institution celebrates the service and honors the sacrifice of veterans throughout history. Envisioned by the late Senator John Glenn (1921-2016), Colonel, USMC (Retired), as a gathering place for veterans across the country, the museum opened to the public on October 27, 2018. NVMM presents the veteran experience through the lens of personal stories and life-changing experiences from which visitors will be inspired to learn more about our country's history and actively engage in their own communities as informed citizens. Learn more about the new home of the brave at [nationalnvmm.org](http://nationalnvmm.org) and we encourage a visit to the Museum.

#### **POSITION OVERVIEW**

The National Veterans Memorial Museum is seeking a marketing and communications manager who is a compelling storyteller to develop and manage high-quality content, maximize existing communication channels and suggest new platforms and vehicles to connect with targeted audiences. The ideal candidate is a strategic communicator skilled at developing content that builds brand recognition and inspires key audiences to engage with the National Veteran Memorial and Museum.

#### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Identify and develop compelling stories that align and enhance the brand of the National Veterans Memorial and Museum.
- Write content for blog posts, newsletters, news releases, website, columns and opinion pieces.
- Oversee social media and provide suggestions for engaging content that aligns with overall communications plans.
- Manage creative and communications assets.

- Contribute to strategic marketing and communications planning.
- Update content on nationalnvmm.org after being trained on the CMS.
- Assist with leadership communications including talking points and presentations for external audiences.
- Formulate and manage a cross-platform content strategy including social media, website, newsletters and earned media.
- Develop an editorial calendar and ensure alignment across all departments.
- Identify, place and manage earned media opportunities in the central Ohio market.
- Maintain relationships with key local reporters.
- Provide outreach to strategic partners and sponsors, as directed.
- Brainstorm and collaborate with teams for new ideas and communications strategies that connect with key stakeholders including veterans and their families, active military members, donors, volunteers, educators and the general public.
- Track media activity and news coverage, packaging daily clips for weekly, monthly and annual activity reports.
- Provide event support, as needed.
- Oversee part-time social media coordinator and intern.

**CORE COMPETENCIES:**

Critical core competencies for successful performance in this role are:

- A creative storyteller with strong writing and editing skills.
- Proven track record in content management across multiple communication channels.
- Ability to multitask and work well with competing deadlines.
- Familiarity with content management systems, preferably WordPress.

- Familiarity with customer relationship management tools.
- Proficient in PowerPoint.
- Experience successfully pitching and securing local earned media coverage.
- Able to successfully navigate within varying degrees of ambiguity in a fast-paced environment.
- Basic photography and video skills a plus, but the ability to manage others with these skillsets is essential.

**QUALIFICATIONS:**

- Bachelor's degree in communications, marketing, journalism or related field.
- Minimum of 5-7 years relevant work experience required.
- Mission-driven; passionate about the National Veterans Memorial and Museum mission.
- Be willing and able to work some weekends for event support.

**NVMM Application Process**

The National Veterans Memorial and Museum offers a competitive salary and a comprehensive package of benefits. It also provides a unique opportunity to learn and support a growing museum on a local and national stage.

For consideration, please email a cover letter, resume, and salary history to [jobs@nationalvmm.org](mailto:jobs@nationalvmm.org). Please be sure to include the title of the position, Marketing and Communication Manager, in the subject of the email. No phone calls will be accepted. Only those candidates selected for an interview will be contacted.

**EQUAL EMPLOYMENT OPPORTUNITY**

NVMM is an equal opportunity employer and does not discriminate against any applicant for employment or any employee because of age, color sex, disability, national origin, race, religion or military veteran status.