



American Museum of Natural History

Job Title:

Assistant Marketing Manager, Email and Search

Department:

Communications and Marketing

Position Summary:

The Assistant Marketing Manager, Email and Search will be a key member of the marketing team, focusing on the Museum's email programs and related CRM activities and assisting with the Museum's paid and natural search efforts. This role will report to the Senior Marketing Manager, Email and Search.

Specific Duties & Responsibilities:

- Work in the Museum's ESP and CRM platforms to coordinate and execute email marketing campaigns and programs.
- Contribute to the Museum's CRM and email campaign roadmap and related strategies.
- Understand CAN-SPAM/CASL requirements, HTML, dynamic content, email design best practices, and inbox deliverability.
- Responsible for list pulling and management, and related segmentation.
- Perform basic analysis, using tools and platforms related to CRM, email, search and web analytics. Outputs include reports to be shared with key constituents and recommendations for testing and optimization.
- Assist in management of paid search campaigns, using Google Adwords and related tools.

Qualifications:

- 2+ years relevant experience.
- Demonstrated success in coordinating and executing an integrated email marketing program, using ESP's or internal SAS email systems.
- Database and/or CRM experience strongly preferred (SQL familiarity a plus).
- Experience with Tessitura preferred.
- Must have strong Microsoft Office skills, including Excel for quantitative analysis, and Word and PowerPoint for communication.
- Must have strong attention to detail.
- Collaborative team player with a positive, professional attitude.
- Excellent verbal and written communication and interpersonal skills.

If you would like to consider joining our organization, please view our current job openings. Our online employment application system is available 24 hours daily at amnh.org.

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If special accommodations are needed in applying for a position, please call the Office of Human Resources.