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<b>Title of Position *</b>	Assistant Director of Marketing
<b>Institution *</b>	National Museum of the Pacific War
<b>Position Location: City &amp; State *</b>	Fredericksburg, TX
<b>Position Closing Date</b>	<u>Saturday, January 20, 2018</u>

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#### About the Institution

REPORTS TO: Director of Marketing/PR

STATUS: FT, Salary, Exempt

HOURS: M-F 8:00 am to 5:00 pm; additional hours for job-related functions

The Admiral Nimitz Foundation/National Museum of the Pacific War (NMPW) is seeking a forward-thinking, innovative and energetic person to become the new Assistant Marketing Director. In this new position, the Assistant Marketing Director will assist the Marketing Director in promoting the Admiral Nimitz Foundation, National Museum of the Pacific War, and their special events and programs. The selected applicant will manage the social media presence of the organizations and will assist in planning and development of strategies for marketing educational and public programs that will engage and excite both onsite and offsite, including the use of emerging technology and social media.

This is the only museum in the continental United States dedicated to the Pacific Theater of World War Two. Located in scenic Fredericksburg, Texas (the birthplace of Fleet Admiral Chester Nimitz,) this is a Texas State Historic Site of the Texas Historical Commission, managed by the Admiral Nimitz Foundation. This public-private partnership has fostered unparalleled growth since 2005; the institution is becoming internationally recognized for the quality of exhibitions.

This position will be an employee of the Admiral Nimitz Foundation.

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<b>Institution Website Address</b>	<a href="http://www.pacificwarmuseum.org/get-involved/assistant-director-of-marketing/">http://www.pacificwarmuseum.org/get-involved/assistant-director-of-marketing/</a>
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#### Summary of Responsibilities

Create and implement a social media calendar

Create, post and update digital content on our website and digital platforms

Coordinate and execute paid social media strategies

Develop strategies and tactics to get the word out about our foundation, museum, and programs and drive traffic to our front door

Represent the marketing department at off-site promotional and educational events when needed

Deploy successful marketing campaigns and own their implementation from ideation to execution

Measure and report performance of marketing campaigns, gain insight and assess against goals

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**Required Qualifications**

B.S in Marketing, Public Relations or related field

Minimum two years' experience managing, designing, and implementing social media marketing campaigns

Excellent verbal and written communication skills

Proven experience in supervisory, budget and project management.

Up-to-date with the latest trends and best practices in online marketing and measurement

Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate

Strong understanding and experience leveraging social media outlets to both drive traffic and build awareness

Demonstrated ability to see the larger organizational picture

Strong knowledge and/or interest in Asia-Pacific World War II history a plus

Ability to work independently and as part of a team

Detail-oriented

Has, or is able to get, a Texas Driver's License within sixty days and to pass a defensive driver's education course.

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**Compensation**

This is a Full Time, salaried position in the range of \$33,000 – \$36,000 with health insurance, sick leave, paid vacation and holidays. A 401-B retirement savings account is offered. The applicant's lifestyle must be flexible enough to work evenings and weekends, which is sometimes necessary.

The Admiral Nimitz Foundation is an equal-opportunity employer.

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**Apply at this Website:**

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**Apply with this email:**

[vinyard@nimitzfoundation.org](mailto:vinyard@nimitzfoundation.org)

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**Special Instructions to Apply:**

Please submit a cover letter, resume, and salary requirements to Director of Marketing/PR Brandon Vinyard at [Vinyard@nimitzfoundation.org](mailto:Vinyard@nimitzfoundation.org), or by mail to National Museum of the Pacific War, 340 East Main Street, Fredericksburg, Texas 78624, Attn: Director of Marketing/PR Brandon Vinyard.

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