

**National Law Enforcement Officers Memorial Fund (NLEOMF)
Job Description**

Position: Content Marketing Manager

Primary Reports to: Director of Digital Communications

Direct Reports: None

Organization Background:

The Memorial Fund is a Washington, DC-based organization dedicated to telling the story of American law enforcement and making it safer for those who serve. The new 57,000 sq. ft. Museum is currently under construction in downtown Washington, DC, directly across E Street from the Memorial, and slated to open in 2018 with an expected 420,000 visitors annually. The Museum will tell the story of American law enforcement through a dynamic mix of artifacts, state of the art audiovisual presentations, and creative programming.

Position Summary:

The National Law Enforcement Officers Memorial Fund (“NLEOMF”) seeks an enthusiastic and dedicated professional to serve all parts of the organization as the Content Marketing Manager. The Content Marketing Manager will strategize for and execute inbound and outbound marketing campaigns that will best position the Memorial and Museum brand in the DC tour and attractions marketplace, as well as with supporters and other stakeholders. This role will work in partnership with NLEOMF internal stakeholders and it’s marketing agency to develop and manage the NLEOMF’s marketing strategy, build its brand and achieve sales/marketing goals.

Primary Areas of Responsibility:

- Create audience focused content for NLEOMF’s web sites.
- Contribute to email marketing out-put including writing and proofing email.
- Contribute to the NLEOMF’s social media out-put.
- Develop and implement external promotional materials, including: advertising, public information, signage, and direct mail communications.
- Use SEO techniques to optimize content for organic search.
- Where appropriate track the performance of content using Google Analytics.
- Track the impact of content across all digital platforms including leads that result in ticket and merchandise sales as well as establish a process for measuring the value of product awareness.
- Use insight gained from analytics to identify opportunity for new content.
- Ongoing review and enhancement of web content including constant testing so NLEOMF can capitalize on online and offline content that has the most impact.

- Work with stakeholders to ensure their content needs are identified and the best solutions are found including content for digital channels and hardcopy marketing collateral like leaflets, posters etc.
- Planning and organizing interviews and discussions to generate the raw material that forms the basis of the end product.

Knowledge/Skills/Abilities:

- Bachelors degree or higher
- Minimum 3-5 years experience in marketing and/or brand building, preferably with a museum, cultural organization, tourist attraction or other non-for-profit organization.
- A passion for writing clear and concise content for the web.
- A strong editor able to take good content and make it great.
- Inquisitive and able to ask incisive questions which help subject matter experts share their expertise with a wider audience.
- Comfortable using social media to share content and engage users in conversation about the Institutes content.
- Experience of managing AdWords campaigns including writing ads, identifying keywords and developing reports to track progress.
- A track record of producing video content including identifying compelling stories and presenting them in short videos.
- Some knowledge of video editing skills would be a plus.
- Excellent communication and interpersonal skills.
- Detail oriented with good organizational skills.
- Good with numbers and able to see trends and opportunity in the data that Google Analytics and other data sources provide.
- Proficient computer skills, including Microsoft Office Suite programs. Knowledge of and proficiency using Adobe Creative Suite and e-CRM and CMS systems required.
- History of successfully working with a contracted advertising, marketing and/or public relations firm.

Working Conditions:

- Working conditions are normal for an office environment. Position will involve an increased workload in May during National Police Week and October for specific activities related to an annual 5K event. Additionally, workload will be heavy during the ramp-up to Museum launch and this Manager will have a large role in the launch activities.