



## **THE RICHARD NIXON FOUNDATION DIGITAL MARKETING DIRECTOR**

The Richard Nixon Foundation is a Not For Profit 501(c)3 corporation, located in Yorba Linda, California. The Foundation's mission is to illuminate the legacy of the 37th President through its own programs as well as by supporting programs and exhibits at the Richard Nixon Presidential Library and Museum in Yorba Linda, California.

The Nixon Foundation is seeking a Digital Marketing Director to support its programming, advertising, special exhibits, and branding. This position is responsible for the management of social media channels, email marketing, and writing and publishing content. The Digital Marketing Director is a full-time, salaried, exempt position and reports to the Vice President of Marketing and Communications.

### Duties include:

- Develop and manage marketing campaigns for the Nixon Library and Foundation, including email and social media marketing, digital and traditional advertising
- Develop content daily and post to Nixon Foundation and Nixon Seminar websites that reinforces ongoing marketing campaigns
- Manage and contribute to editorial content calendar
- Obtain user data and analytics and use to measure marketing efforts and performance across all platforms

### Required Skills and Education:

- Bachelor's degree
- Demonstrable experience leading and managing marketing, email, social media and/or advertising campaigns
- Exceptional digital marketing skills including knowledge and recent experience with WordPress and MailChimp or similar products and the major social media platforms
- Graphic design and/or video editing skills are a plus
- Must be a motivated, self-starter with attention to detail
- Knowledge and interest in American political and presidential history
- Knowledge of podcasts preferred
- Excellent communication skills

To apply for the position, email a resume to Joe Lopez, Vice President of Marketing, at [joe@nixonfoundation.org](mailto:joe@nixonfoundation.org).