



The Richard Nixon Foundation is a Not For Profit 501(c)3 corporation, located in Yorba Linda, California. The Foundation's mission is to encourage and support the study of the life and times of Richard Nixon and promulgate his legacy through its programs and exhibits at the Richard Nixon Presidential Library and Museum in Yorba Linda, California.

Position: Tourism Marketing Associate
Status: Full Time, Hourly, Non Exempt
Hourly Range: \$17.00-\$19.00
Hours: 35/week
Report To: Director of Tourism

The Tourism Marketing Associate at the Richard Nixon Foundation reports to the Director of Tourism. This is an entry level position. The overarching goal is to help develop the Richard Nixon Presidential Library and Museum into a world premium tourist destination that attracts visitors from home and abroad. The preferred qualities for this position are creativity and hands-on ability. The Tourism Marketing Associate must reach out to local communities and interest groups, attend networking events and conferences, and expand tour organizers and online tour organizers. **Please send your resume to Jane@nixonfoundation.org.**

RESPONSIBILITIES:

Specifically, the Tourism Marketing Associate has the capacity and aptitude to conduct the following roles and responsibilities:

1. Tour products development
 - Work with tour organizations and partners to develop new tour products and cultural events at the Nixon Library.
 - Design and market new tours and cultural events.
2. Tour products marketing
 - Compile the narratives and descriptions of new tours.
 - Design promotional materials for new tours.
 - Create e-newsletters about tourism products.
 - Create social media posts and video reels for LinkedIn and Instagram.
 - Coordinate video projects in various languages.
3. Sales channels development and management
 - Research and outreach to interest groups and develop relationships with tour organizers.
 - Respond to tour inquiries (emails/phone calls) in real-time (no longer than 1 hour).
 - Handle questions from tour organizers and describe what the Tourism Desk offers to each individual group.
 - Keep a calendar of group tours and dates and gather as much information as possible to make the process easy.
 - Work with Online Tour Agencies (OTA) on contracting, onboarding, and maintenance (rate updates).

- Create email marketing campaigns for group organizers including senior centers and city activity offices.
 - Supervise sales records and produce monthly reports on OTAs (individual admissions) and group tours.
4. Group visit-day execution
- Rotate between tour department staff for duties on group tour days, such as communication with docent guides, performers, catering vendors, etc.
 - Work with the Docent Guild to schedule docent tour guides.
 - Create “Event Sheets and Diagrams” as requested by the Facilities team and coordinate the event on the day of the visit: overseeing setup, greeting guests as they arrive, and assisting wherever needed throughout their visit (remembrance table, lunch, wheelchairs, etc.).
 - Act as a liaison between departments. Tour products require a lot of intrapersonal communication, therefore, be prepared to share ideas effectively and assist where needed.
5. Admin work
- Expand and maintain Tourism Contact Database.
 - Travel to conferences and events to promote the tours and cultural products, to learn new tourism marketing strategies and to network with the travel community.

Qualifications:

- Service-oriented and having a passion for providing the best customer service.
- Bachelor’s Degree in hospitality, travel, business, communications, or relevant major.
- Experience with Canva or Adobe Creative Suite
- Skillful in Microsoft Office and Google Workspace products

Benefits:

- Medical benefits
- 401k plus Match benefits
- Work with an inspiring and upbeat team.
- Gain experience from travel industry leaders.
- Build a broad network in the travel industry.
- Build resume for future career success.

Physical Demands:

- Sitting, standing and walking for extended periods of time.
- Constantly perform desk-based computer tasks.
- Sit for long periods of time during desk-based work.
- Visual acuity including color vision.
- Read handwritten documents and other records or reports.
- Should be able to lift a minimum of 25 pounds.
- Dexterity of hands and fingers.
- Hearing and speaking to exchange information in person or on the telephone.
- Reaching overhead, above the shoulders and horizontally to retrieve and file materials.
- Bending at the waist, kneeling or crouching.

Working Conditions:

- Indoor office environment