

Marketing and Events Manager

Marine Corps Heritage Foundation – Triangle, VA 22172

Salary range: \$48,000-\$60,000/year

The Marine Corps Heritage Foundation preserves and promulgates the history, tradition and culture of the Marine Corps and educates all Americans in its virtues, and has an opening for an experienced Marketing and Events Manager. Reporting to the Chief Operating Officer, the Marketing and Events Manager is primarily responsible for all aspects of marketing to include strategic advertising planning, press releases, website coordination, and social media. The Marketing and Events Manager is also responsible for Foundation related special events to include maintaining and increasing annual sales goals, generating the annual budget, managing staff and execution of all events.

Job Duties:

- Manage website coordination, updates and implement new features and content
- Manage the content, production, editing and distributing the monthly e-Newsletter magazine
- Manage and monitor all social media activities to include promoting the Foundation's mission, news, programs, visitorship, donations/bricks, events and general Marine Corps history using Facebook, Twitter, Instagram, LinkedIn, Flickr, and YouTube
- Manage all advertising and marketing materials, including content, graphic design and printing
- Develop strategic annual advertising plan to include print, radio, website, TV, and social media and book/implement
- Oversee the production and inventory of brochures and marketing collateral
- Participate in networking events, conferences and trade shows to market Museum, Theater and Sales Department
- Work with staff of National Museum of the Marine Corps to coordinate PR and cross-marketing efforts
- Research free advertising and development/fundraising opportunities
- Research, write and edit presentations, press releases, articles, event scripts, and correspondence
- Plan and manage all Marine Corps Heritage Foundation sponsored events, including Board Meetings, Awards Dinner, and Summer/Holiday Concerts
- Manage event follow-up, including invoices, thank you letters and donor acknowledgements
- Develop and monitor event and advertising budget
- Support the Governor's Council Liaison Program
- Support the COO and CEO as needed

Job Requirements:

- Associate's degree, Bachelor's degree preferred
- 3 years relevant experience
- Graphic design and short video production experience a plus
- Strong written and communication skills

- Knowledge of communication principles, media and marketing techniques
- Ability to multi-task and establish priorities
- Proficient in MS Office
- Occasional night and weekend work required

Marine Corps Heritage Foundation is an equal opportunity employer.