



Job Announcement: Marketing Manager

Densho is a Seattle-based non-profit started in 1996, with the initial goal of documenting oral histories from Japanese Americans who were incarcerated during World War II. This evolved into a mission to educate, preserve, collaborate and inspire action for equity. Densho uses digital technology to preserve and make accessible primary source materials on the World War II incarceration of Japanese Americans. We present these materials and related resources for their historic value and as a means of exploring issues of democracy, intolerance, wartime hysteria, civil rights and the responsibilities of citizenship in our increasingly global society. Our goal is that by 2042, the 100th anniversary of Executive Order 9066, every American will know and understand the history of Japanese American WWII incarceration.

Densho seeks a **Marketing Manager** to optimize the reach of our archival materials, educational offerings, events, fundraising, and other assets. The Marketing Manager will be an integral part of our communications team, and will also work closely with our fund development, IT, and archives departments.

Approximately 70% of the Marketing Manager's time will be dedicated to digital marketing, including maintenance and optimization of the Densho website and social media channels, along with other duties detailed below. The remaining 30% will be dedicated to producing print materials, direct mail, and other marketing or communications tasks as needed. The ideal candidate will be a self-motivated individual who takes initiative and can work independently, but also performs well in collaborations with other Densho staff and members of our community.

We strive to create an inclusive & equitable work environment, POC and people of all genders, sexual orientations, and abilities are strongly encouraged to apply. Preference will be given to applicants who are based in Seattle or willing to relocate, but we will also consider remote applicants.

Primary Duties and Responsibilities

- Create and implement effective strategies for optimizing Densho's social media, website, blog, and other digital communications.
- Work with the Communications Team and other Densho staff to produce content for Densho social media, website, blog, and eNews.
- Regularly monitor website and social media analytics; update website and adjust marketing tactics in order to optimize performativity.

- Develop and oversee a robust online fundraising program.
- Oversee digital and print marketing for Densho programs, events, and campaigns.
- Manage the design, content, and production of print collateral including Densho appeals, flyers, brochures, and other promotional materials.
- Produce and implement seasonal marketing plans in line with Densho's mission and values, with the goal of growing audience size, engagement, and improving website SEO across Densho digital assets (website, DDR, Encyclopedia, and social media).
- Design and manage Densho's monthly eNews and other listserv communications. Grow and manage Densho's email listserv.
- Work as a member of the Densho Dinner planning committee and on other event planning teams as needed.
- Represent Densho at public events as needed.

Essential Qualifications

- Bachelor's degree or equivalent experience, plus a minimum three years of experience in marketing, communications, or a related field.
- Strong written and verbal communication skills.
- Demonstrated ability to lead successful marketing and online fundraising campaigns.
- Demonstrated experience with WordPress web design.
- Familiarity with Microsoft Office Suite, Adobe Creative Suite, email marketing, Google analytics, Wordpress, and major social media platforms.
- Ability to work some evenings and weekends.

Preferred qualifications

- Familiarity with Japanese American history and racial equity praxis
- Graphic design experience

Compensation and Benefits

- Salary range \$50,000-\$55,000
- Full-time, exempt position, working 40 hours per week.
- 17 days of PTO to start; flexible, family-friendly schedule.
- We provide medical, dental, and vision insurance, and a Densho supported individual retirement plan.

To Apply

To apply for the position, please send your cover letter and resume to jobs@densho.org by July 31, 2020. All applications will be held in confidence. All submissions and questions should be sent via email – no phone inquiries please.