



**Wilson  
Center**

*Independent Research, Open Dialogue & Actionable Ideas*

**VACANCY ANNOUNCEMENT**

\*\*\*\*\* This announcement's closing date has been extended.\*\*\*\*\*

**ANNOUNCEMENT: WC-13-03T**

<b>POSITION:</b>	<b>Digital Marketing and Web Design Specialist Communications Office</b>	<b>OPENING DATE:</b> November 9, 2012 <b>CLOSING DATE:</b> December 12, 2012
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<b>SALARY:</b> (\$62,467 - \$72,786 per annum)	<b>LOCATION:</b> WASHINGTON, D.C.
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**WHO MAY APPLY:** All qualified candidates may apply.

**DUTIES:** This position is part of the Communications Team, which manages a variety of marketing and outreach services for the Center and has the following responsibilities:

- Leads the selection, configuration and management of various CRM resources to include a centralized contacts database, traditional CRM, discussion forums (traditional listservs), email newsletters and campaigns, and websites/blogs.
- Grows all Wilson Center mailing lists by proactively marketing Wilson Center content to target audiences and engages those targeted audiences to achieve active participation with our content.
- Measures that engagement with our content through open rates, clickthroughs, reposts, sharing, event RSVPs, among other metrics and seeks constantly to improve engagement of audience.
- Provides design assistance in all online communications, including the Center's websites, social media outlets, and e-newsletters.
- Maintains and develops strategic social media resources and campaigns that target key stakeholders.
- Edits and updates the content of the various websites and print resources of the Center to include images, text, documents and audio and video files.
- Edits various online and print communication resources for grammar and content.
- Insures consistency and quality of content across all outlets to include websites, blogs, email campaigns, and social media outlets and other duties as assigned.

**MINIMUM QUALIFICATIONS:** Applicants must have at least two years of specialized experience using and managing CRM systems and designing e-newsletters and websites. For the experience to be creditable, an applicant must demonstrate the knowledge, skills, and abilities to successfully perform the duties of the position.

**SELECTIVE FACTORS (required):**

1. Experience using advanced knowledge of current Customer Relationship Management (CRM) systems.
2. Experience designing and editing e-newsletters.
3. Experience with the administration of a Content Management System such as Drupal or other open source CMS.
4. Experience using graphic design and/or photo editing software such as Photoshop.
5. Ability to design websites using CSS and HTML.
6. Ability to write and edit using clear, engaging, and grammatically correct language.
7. Ability to use digital analytics such as Google Analytics to measure success of email campaigns.

**QUALITY RANKING FACTORS (desirable):**

1. Experience with current social media resources and advanced knowledge in social marketing strategy.

*The Woodrow Wilson Center is committed to attracting and maintaining a high quality, dedicated and diverse workforce.*

**WHERE AND HOW TO APPLY:** The Wilson Center does not require a standard application form, but we do require applicants to submit the information listed below. Application materials can be submitted to [jobs@wilsoncenter.org](mailto:jobs@wilsoncenter.org) or to the address at the end of this announcement. It is very important that you fully address how your work experience and education/training meet both the minimum/specialized experience qualifications and the selective factors. These minimum qualification requirements and/or selective factors identify the knowledge, skills and abilities necessary to be eligible to compete for the position. Quality Ranking Factors/Ranking Factors are not mandatory but are used to determine the best qualified candidates among those eligible to compete for the position. Therefore, it is to your benefit to provide a full description of your experience and education/training relative to the job requirements of this vacancy. Rating of experience will be based only on the information you supply.

**JOB INFORMATION:** The announcement number, position title, and grade(s) or minimum salary requirements for the job to which you are applying.

**PERSONAL INFORMATION:** Your full name, email address, mailing address, daytime and evening telephone numbers, salary history, and country of citizenship.

**EDUCATION:** Colleges and/or universities attended - include name, city, state; majors and type of degree and year(s) received. (A copy of your transcript is not required unless specifically requested.)

**WORK EXPERIENCE:** Give the following information for your paid and non-paid work experience related to the job to which you are applying: job title, employer's name and address, duties, responsibilities, and accomplishments, supervisor's name and telephone number, starting and ending dates (month and year), hours per week and salary. Please indicate whether or not your current supervisor may be contacted.

**OTHER QUALIFICATIONS:** Any job-related skills (for example computer, foreign language ability, and/or typing skills), training courses (by title and year), honors, awards, and special accomplishments.

#### IMPORTANT INFORMATION FOR ALL APPLICANTS

- (1) Applications **must be received** by 11:59pm (Eastern Standard Time) on the closing date.
- (2) **Failure to address the mandatory qualification requirements and quality ranking factors may result in your not receiving credit for all of your pertinent experience. Applicants are strongly urged to address these factors on a sheet or in a cover letter separate from your resume. If you omit the information requested in this announcement your application may be rated ineligible.**
- (3) Please do not fax your application unless it is specifically requested.
- (4) Travel and Transportation and/or Relocation Expenses are not authorized.
- (5) The use of U.S. government postage paid envelopes is a violation of federal law and will disqualify you from consideration.
- (6) We provide reasonable accommodation to applicants with disabilities. If you need reasonable accommodation for any part of the application and hiring process, please notify us. The decision on granting reasonable accommodation will be on a case-by-case basis.
- (7) This is not a U.S. civil service position.
- (8) If a vacant position is filled below the full performance level, the selectee may be promoted after meeting time-in-grade without further competition.
- (9) **Please note: All newly appointed employees must serve a one-year initial trial/probationary period.**

*Please Note: All Woodrow Wilson International Center for Scholars positions require fingerprinting of employees hired and will include some additional background checks before employment. The Immigration Reform and Control Act of 1986 requires employers to hire only individuals who are eligible to work in the United States. Upon reporting for work, an individual will be expected to present proper evidence establishing employability. The Woodrow Wilson Center participates in the U.S. Citizenship and Immigration Services' (USCIS) E-VERIFY electronic employment verification process.*

Send application materials electronically to:

[jobs@wilsoncenter.org](mailto:jobs@wilsoncenter.org)

Or mail to:

Woodrow Wilson International Center for Scholars  
Human Resources WC-13-03T  
One Woodrow Wilson Plaza  
1300 Pennsylvania Avenue, NW  
Washington, DC 20004-3027