



**Wilson
Center**

Independent Research, Open Dialogue & Actionable Ideas

VACANCY ANNOUNCEMENT

ANNOUNCEMENT: WC-15-02T

POSITION: Digital Marketing and Design Specialist
External Relations

OPENING DATE: January 20, 2015

CLOSING DATE: February 3, 2015

SALARY: WW-1001-9 (\$52,668- \$68,465 per annum)

This position may have promotion potential to grade 11.

LOCATION: WASHINGTON, D.C.

WHO MAY APPLY: All qualified candidates may apply.

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

- Assist in the configuration and management of various CRM resources (such as Marketo or Eloqua), email campaigns and websites/blogs; provide troubleshooting on all web-based and CRM systems by responding to general inquiries on a daily basis
- Work with the Director of Digital Communications and Marketing to select, oversee and manage systems, vendors and contractors that develop a variety of products such as email marketing, website management, event management, document management, project management, audio/video hosting and other web related resources
- Provide design assistance in all online communications, including the Center's websites, social media outlets, and e-mail communications
- Develop and maintain Center websites (including an intranet), blogs (such as WordPress), and other online and print resources to include images, text, documents and audio and video files using version control systems and appropriate web development software
- Analyze website traffic statistics and email campaign statistics to measure engagement of audience through visits, open rates, click-throughs, reposts, event RSVP's; produce monthly reports on website and email analytics and make recommendations to reach target audiences; distribute reports to relevant staff
- Train staff on the email marketing distribution system, website content management system, measuring success, photo optimization, and other skills as required
- Perform other related duties as assigned

MINIMUM QUALIFICATIONS: Applicants must have at least one year of specialized experience at the next lower grade level using and managing email distribution (CRM) systems and designing e-newsletters and websites. This experience should be progressive leading to expert level of knowledge of the principles, methods, practices, and techniques of CRM/email marketing distribution to include e-mail and web design, marketing and distribution, and new media/online communication. 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 modern email distribution (CRM) systems.
2. Experience designing and editing e-newsletters.
3. Experience using graphic design and/or photo editing software such as Photoshop.
4. Ability to design websites using CSS and HTML.
5. Ability to write and edit using clear, grammatically correct language.
6. Ability to use digital analytics such as Google Analytics to produce technical reports.

QUALITY RANKING FACTORS (desirable):

1. Experience with Marketo or Eloqua email marketing distribution system.
2. Experience with current social media resources and advanced knowledge in social marketing strategy.
3. Experience with the administration of a Content Management System such as Drupal or other open source CMS.
4. Experience with the development and administration of WordPress sites.

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 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, mailing address, email 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.

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, volunteer activities, 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 require 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

Or mail to:

Woodrow Wilson International Center for Scholars
Human Resources **WC-15-02T**
One Woodrow Wilson Plaza
1300 Pennsylvania Avenue, NW
Washington, DC 20004-3027

Smithsonian Institution
APPLICANT SURVEY FORM

The **Applicant Survey Form** is used to collect information from candidates during the search process to evaluate the effectiveness of the Institution's search and recruitment efforts. Please print all responses. **The information provided is not a part of the selection process and will be used for statistical purposes only. Your voluntary responses will have no effect on your consideration.**

Vacancy Announcement Number: _____

First Name													
Last Name													

Year of Birth: 19____ **Gender:** Male ____ Female ____

How did you learn about this position? Mark all sources that apply.

1	Mass media (magazines, newspaper, radio, television, poster, telephone job line)
2	Individual (friend, relative, Smithsonian employee, school or college counselor or official)
3	Information technology (Internet, World Wide Web, or SI Web site)
4	Association or organization (professional, community, religious)
5	Other (please indicate)

Self-identification by category: (Circle your responses.)

Ethnicity: Hispanic or Latino - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

Yes **No**

Race: (Mark all that apply.)

1	American Indian or Alaska Native	A person having origin in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment. Tribal Affiliation: _____
2	Asian	A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.
3	Black or African American	A person having origins in any of the black racial groups of Africa.
4	White	A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
5	Native Hawaiian or Other Pacific Islander	A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.

Do you have any disabilities? **Yes** **No**

If yes, do you have a targeted disability? (Mark only one.)

1	Deaf	4	Partial paralysis	7	Mental retardation
2	Blind	5	Complete paralysis	8	Mental or emotional illness
3	Missing extremities	6	Convulsive disorder	9	Severe distortion of limbs and/or spine