



AVAILABLE POSITION: MARKETING AND COMMUNICATIONS ASSISTANT

DATE: JANUARY 25, 2018

CLASSIFICATION: FULL-TIME

ORGANIZATION SUMMARY

The Trust for the National Mall became an official non-profit partner of the National Park Service, forming the largest public/private partnership in Park Service history. Our mission is to engage the American public and raise the necessary funds called for in the National Mall Plan to restore the inspirational and iconic National Mall. This effort includes embarking on a national and international campaign to build awareness and widespread support.

The Trust has completed a national design competition for key areas on the National Mall. The winning designs provide a framework for the Trust to help create a more beautiful, useful and sustainable National Mall, while honoring its historic integrity. It is now the task of the Trust to fund and build these projects, along with other elements of the National Mall Plan, allowing visitors from across the country and around the world to continue celebrating America's history, honoring our heroes, exercising their First Amendment rights and immersing themselves in rich educational and recreational opportunities.

POSITION SUMMARY

The Marketing and Communications Assistant will support the Vice President, Marketing & Communications in the execution of a robust, national marketing strategy. As part of this team, the Assistant will play a vital role in collateral design and development, digital and traditional communications, public relations, grassroots marketing, and event planning. In particular, the Assistant will support staff in developing content for internal and external communications; staffing events; developing collateral materials and driving social media content and engagement.

CORE RESPONSIBILITIES INCLUDE:

- Assist with event material design and production, including event invitations (both printed and electronic), event programs, event websites, signage, and banners;
- Project management for a major overhaul of the Trust's website, including tracking project timelines and deliverables;
- Maintain existing photo library, video content and other creative website assets;
- Write press releases, fact sheets, campaign updates, and other materials;
- Provide quality control on all external materials, ensuring consistency of message and style;
- Provide logistical and research support for new website content development; and
- Help assess and improve email and social media campaign participation.

JOB REQUIREMENTS AND QUALIFICATIONS

- College degree and at least 2 years of communications, marketing or design experience;
- Experience with large-scale events a plus;
- Ability to solve problems and work independently in a changing and multi-tasking environment with numerous deadlines;
- Excellent organization, planning, and project management skills;

- Excellent verbal and written communications skills;
- Proficient in Adobe Illustrator, Photoshop, or InDesign. Some design experience is preferred. Video editing is a strong plus;
- Demonstrated exceptional attention to detail and an ability to organize and prioritize work; and
- An energetic, creative attitude with a willingness to take on a variety of important and exciting projects.

HOW TO APPLY

The Trust offers a competitive compensation and benefits package plus a positive work environment, which encourages personal growth and achievement. Please visit our website at www.nationalmall.org for more information about the Trust.

Please send a cover letter, resume and writing sample to information@nationalmall.org with “Marketing and Communications Assistant_ Your Name” in the subject line. Please submit all materials in one document in PDF format if possible. No phone calls please.