



Statue of Liberty
& Ellis Island
FOUNDATION

Director of Marketing

Status: Full-time, Exempt

Reports to: Chief Advancement Officer

Overview

The non-profit Statue of Liberty-Ellis Island Foundation seeks an experienced and innovative Director of Marketing to lead all marketing efforts in support of two of the most iconic and nationally recognized treasures in the United States.

Reporting to and collaborating with the Chief Advancement Officer, the Director of Marketing is responsible for developing, implementing, and executing comprehensive marketing, branding, and communication strategies to advance the organization's mission, promote programs, and increase visibility and revenue. This role will lead in creating compelling content, managing the organization's brand identity, and collaborating with development/fundraising teams to drive donor engagement and retention.

The Director of Marketing will be an important member of the Advancement team with one direct report and several freelancers. The ability to roll your sleeves up, manage multiple projects at once, and get things done is crucial for success in this role. The position requires close coordination with the National Park Service's team for Liberty and Ellis and our communications agency. This is an excellent opportunity for a skilled savvy marketing person to join one of the country's most successful public-private partnerships.

Responsibilities

- **Strategic Planning & Brand Management:**
 - Develop and implement an annual, data-informed marketing and communications plan. Monitor KPIs, analyze results to inform decision-making.
 - Lead internal efforts to ensure all staff and freelancers are aligned with the brand voice and prepared to represent the Foundation.
 - Serve as the steward of the brand: ensuring consistency in voice, messaging, and new visual identity across all platforms.
 - Manage freelance designers and provide direction.
 - Oversee retail products and other revenue products.
 - Conduct market research to identify trends, audience insights, and opportunities for growth.
 - Collaborate with fundraising team and consultants to ensure alignment of messaging. Assist with implementation and testing.
 - Lead messaging, visual identity, and monetization components of planned website renovation.
- **Digital & Traditional Marketing:**
 - Oversee digital strategy, including the website, social media, email campaigns, and SEO to increase engagement and reach.



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- Direct the creation of collateral materials, including brochures and fundraising appeals.
- Direct the production of high-fidelity video content for marketing efforts.
- Manage media relations and public relations, acting as a spokesperson for the organization as needed. Manage the Communication/PR Agency.
- Identify and manage relationships with influencers (e.g., history, genealogy, travel/tourism) to bring the Foundation's storytelling to varied audiences.
- Fundraising & Donor Engagement:
 - Partner closely with the development team to create campaigns that drive philanthropic support, donor cultivation, and retention.
 - Lead management of special events, assist with fundraising campaigns, and major gift initiatives.
 - Team Leadership & Administration: Supervise, mentor, and build a team of marketing and communications specialists.
 - Manage the marketing budget, optimizing resources for maximum impact.
 - Select and manage external agencies, vendors, and consultants.

Qualifications & Skills

- Education: Bachelor's degree in marketing, communications, journalism, or related field.
- Experience: 5-10+ years of progressively responsible experience in marketing and communications, preferably within a non-profit, association, or mission-driven organization.
- Skills:
 - Exceptional writing, editing, and storytelling skills.
 - Proficiency in digital marketing tools (e.g., Google Analytics, SEO, Canva, WordPress, Social Media Management).
 - Experience with CRM and email marketing platforms (e.g., Salesforce, GoFundMePro /Classy, OneCause, Pardot (now officially known as Salesforce Marketing Cloud Account Engagement). A PLUS.
 - Strong project management abilities and attention to detail.
- Attributes: Strategic thinker, pro-active, collaborative, and a passionate advocate for the organization's mission.

Compensation, Benefits and Logistics

- This is a full-time, exempt position.
- This position pays \$125,000–\$140,000 annually, depending on experience.
- Benefits include health, dental and vision insurance; flexible spending account options; \$50 monthly transit contribution; TDA retirement plan option; 6% pension contribution after 1 year of service; other voluntary benefits
- The work hours are generally Monday through Friday, 9am to 5pm, but flexibility is required for occasional evening or weekend hours.
- Paid time off (PTO) and holidays.
- This position will generally work from the Foundation's offices, though 1-2 days/week of remote work may be possible.



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Application process

- Please email one-page cover letter and resume to careers@libertyellisfoundation.org with the job title in the subject line. Each file name should begin with the applicant's last name.
- No phone calls, please.

About The Statue of Liberty & Ellis Island Foundation (www.LibertyEllisFoundation.org)

The Statue of Liberty & Ellis Island Foundation is the 501(c)(3) nonprofit that preserves, restores, and honors the Statue of Liberty and Ellis Island, collaborating with the National Park Service in one of the country's most successful public-private partnerships. In 1982, President Ronald Reagan called for the Foundation to lead a private-sector effort for the centennial restorations of the historic monuments. The Foundation's efforts have also included the construction of the Statue of Liberty Museum, the development of the free Arrival Records Collection database, and now a multi-year project to revitalize the Ellis Island museum. Every year, the Foundation connects millions of visitors to these American icons through the family history center on Ellis Island, the audio tours, and the interactive museum exhibits.

The Statue of Liberty & Ellis Island Foundation is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.