



Smithsonian Folkways seeks Marketing Manager

Smithsonian Folkways Recordings is looking for an experienced, knowledgeable, and dynamic marketing manager. The iconic nonprofit record label, which is celebrating its 70th anniversary this year, is going through an exciting transformation. Committed to its mission of being a strong, independent voice offering curated music and sounds that resonate with contemporary issues and conversations, Smithsonian Folkways is optimizing its marketing strategies to ensure continued viability in a drastically changing record industry environment.

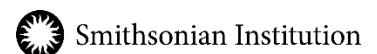
Supervising a small marketing team and interns, the marketing manager will oversee the development and execution of marketing strategies, create national and international marketing campaigns for physical and digital Smithsonian Folkways products, and advise the Associate Director and Director/Curator on the development of new marketing initiatives.

We are looking for candidates with exceptional oral and written communication skills, in-depth understanding of key aspects of the contemporary music industry, aptitude for analyzing and interpreting key marketing metrics, demonstrated experience in maintaining positive relationships with media outlets, and a strong affinity with the range of repertoire Smithsonian Folkways represents.

The Smithsonian offers a comprehensive benefits package that includes, in part, vacation and sick leave, holidays, health/life insurance, accident insurance, and extremely generous retirement program options. Please see Benefits at www.sihf.si.edu for a complete description. The starting salary is at a GS-11 position. For more information on pay scales, please visit [OPM](#).

Applications with a full CV and letter addressing key criteria (see full position description attached) are due by email or regular mail at 5pm EST on Thursday August, 9 2018. For submissions and further questions about this position, please contact our Executive Assistant Logan Clark at ClarkLE@si.edu or (202) 633-3722.

Smithsonian Folkways Recordings
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Washington, DC 20013-7012
folkways.si.edu



**Marketing Specialist
IS-1001-11**

INTRODUCTION

This position is responsible for managing marketing operations for Smithsonian Folkways Recordings, a nonprofit record label with highly recognizable branding, located within the Center for Folklife and Cultural Heritage at Smithsonian Institution.

The primary purpose of the position develops and executes marketing strategies, oversees national and international marketing campaigns for all Smithsonian Folkways products, and advises the Associate Director and Director/Curator on the development of new marketing initiatives.

MAJOR DUTIES

Working with a wide cultural and stylistic range of products, markets Smithsonian Folkways Recordings on audio formats, video formats, and other media to mainstream, niche (e.g. children's), and alternative markets, based on expert knowledge of online and physical marketing. Creates and implements marketing strategies for specific products based on appropriate targeted audiences and within fixed budgets. Executes publicity, promotions, and marketing campaigns in the United States, Canada, Europe, Australia, Asia, and other territories worldwide.

Develops and oversees design and production of collateral marketing and merchandising materials. Oversees the preparation of advertising copy, coordinates designs with designers, and proofreads promotional texts and advertisements. Provides administrative direction for marketing assistants, public relations firms, radio promotions groups, special events and special project person(s), and other contractors and interns in the area of marketing present-day realities of the music recording industry and in the independent planning and implementation of marketing programs, campaigns, studies, and special products.

In concert with the Associate Director, identifies and cultivates new marketing territories and distributors. Provides Associate Director with selected sales and marketing analysis data pertinent to ongoing strategy development and evaluation and to new product development.

Performs others duties as assigned.

FACTOR EVALUATION LEVELS

Factor 1 - Knowledge Required by the Position

Level 1-7, 1250 Points

Knowledge of social media platforms (Facebook, Twitter, Instagram, etc), .principles, practices, techniques and methods sufficient to plan, execute and monitor and social media campaigns.

Skill in oral communication sufficient to translate information into communications materials for the general public and other lay audiences.

Skill in written communication sufficient to develop promotional materials

Skill in establishing and maintaining effective working relationships in and outside of the SI.

Knowledge of online and physical retail markets, monitoring branding and label performance in the marketplace, and evaluating product pricing and placement, gained through work experience.

Knowledge of wholesale markets and sources sufficient to identify appropriate candidates for educational and distributor accounts.

Knowledge communication principles, techniques and methods; analytical methods; and interpersonal relations practices sufficient to gather and report public reaction to information programs; draw appropriate conclusions and offer meaningful recommendations in improving aspects of information materials; and deal with others in achieving mutually beneficial objectives.

Knowledge and skill sufficient for establishing and maintaining effective working relationships with specialized groups interested in or affected by agency programs or policies.

Factor 2, Supervisory Controls

Level 2-3 -- 275 points

Reports to the Associate Director of Smithsonian Folkways Recordings, who assigns work in terms of broad, general categories and sets priorities and objectives. The incumbent and supervisor jointly develop yearly strategies, and the incumbent contributes to yearly budgets and multi-year strategies, to setting priorities, and to providing accurate and timely evaluations as the year progresses. The incumbent independently performs the work, resolving problems while keeping supervisor updated on progress. The employee consults with the supervisor for guidance on handling unusual situations with no clear precedent. Work is reviewed in terms of achievement of objectives, contributions to the advancement of overarching goals and priorities, and overall effectiveness.

Factor 3, Guidelines

Level 3-3 -- 275 points

Guidelines include Smithsonian information publications, manuals, office memoranda and directives. Printed guidebooks, such as AP Stylebook and media directories such as Meltwater, etc. are used as standard references. While these guidelines are generally applicable, they often are modified to satisfy local or other special considerations. The incumbent exercises judgment in interpreting and adapting guidelines to the assignment aimed at improving organizational effectiveness.

Factor 4, Complexity**Level 4-3 -- 150 points**

Assignments involve use of a variety for managing a broad range of functions and activities concerning the branding, marketing and promotion of the entire SFR label, creating and implementing short and long-term plans for marketing. Decisions require a broad mental store of experience, a high level of creativity, sound judgment and strong conceptual skills in translating Smithsonian objectives into saleable products. The incumbent determines the most appropriate communication medium, methods and techniques to employ in achieving maximum effectiveness in written and oral presentations by determining the information needs of the public. Based on analysis of information needs, interrelationships, and goals, recommends that changes be made in the design or dissemination of informational materials.

Factor 5, Scope and Effect**Level 5-3 -- 150 points**

The purpose of this position is to manage the marketing operations for Smithsonian Folkways Recordings which involves overseeing national and international marketing campaigns for all Smithsonian Folkways products.. The work contributes to the education of the public and to increased awareness of the Folkways The impact of the work is to maintain and increase sales levels for Smithsonian Folkways products.

Personal and Purpose of Contacts Level 3C -- 150 points

Effectively interrelates with personnel of Smithsonian Folkways, the Center for Folklife and Cultural Heritage staff, other marketing managers throughout Smithsonian Institution, music industry and other professionals, the public, Folkways artists, writers, television and radio programmers and crews in the press. The purpose of the contacts is to market, promote, publicize, and advertise Smithsonian Folkways Recordings products to sell SFR products. Incumbent must display professionalism, tact, persuasiveness, and the ability to deal effectively with a broad spectrum of professionals.

Factor 8: Physical Demands

The work is primarily sedentary,

Factor 9: Environment

The work is mostly performed in an office setting.