



**National
Nordic
Museum**

2655 NW Market St
Seattle, WA 98107

nordicmuseum.org

Job Posting

Director of Marketing

Reports to: CEO

Department: Community

Status: Full-time, exempt

Compensation Range: \$80,000-\$100,000 per year

Schedule: 40 hours per week including some evenings and weekends

Location: On-site

Benefits: The benefits package for this role includes paid sick leave, vacation, and holidays; access to our 403(b)-retirement plan; medical/dental insurance plan, and Flexible Spending Account; unlimited Orca card; and exclusive Museum discounts.

Date Posted: 09/22/2025

Position Overview:

The Director of Marketing leads both the strategy and execution of all earned, owned, and paid media. They are tasked with strategy and direction of the creation of all externally facing assets, such as “always on” advertising, exhibition and program specific ads, print collateral, social media content, signage, newsletters, and internal communications. This position also serves as the main press and media contact for the Museum, writing press releases and communicating with journalists and content creators.

This position requires someone excited to find creative ways to share Nordic history and contemporary culture with the widest possible audience. They will have an interest in how to apply the Museum’s values (Openness, Social Justice, Sustainability, Innovation, and Trust) to their work, while also helping the Museum meet its revenue goals.

Essential Job Functions:

- Develop and execute earned, owned, and paid media plans for all Museum activities, in alignment with the Museum’s mission and goals.
- Collaborate across departments and oversee the creative team to develop engaging and culturally relevant content, including written articles, photography, videography, etc.
- Oversee brand development and maintenance, ensuring a consistent and compelling museum identity across all marketing channels.
- Provide training, support and mentorship to the marketing team.



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Knowledge, Skills, and Abilities:

- Strong understanding of digital marketing, including SEO, SEM, social media, and email marketing.
- Exceptional communication, leadership, and interpersonal skills.
- Proficiency in marketing analytics and data-driven decision-making.
- Proficiency in copywriting and proofing.
- Knowledge of the landscape of advertising and partnership opportunities in Seattle.
- Expertise in collaboration.
- Willingness to try new things, expand into new spaces, recalibrate, learn and grow.

Requirements:

- At least 5 years in a senior marketing role with direct supervisory experience, preferably in the cultural or nonprofit sector.
- Proven track record of success in mission-aligned marketing, KPI tracking, personnel management, budget alignment, and leadership.

NOTE: This job description is not intended to be all-inclusive. All employees are expected to perform other duties to meet the organization's ongoing needs.

To Apply: Please e-mail letter of interest and resume to: hr@nordicmuseum.org with “Director of Marketing Application” in the subject line. Incomplete submissions will not be considered. No phone calls please. Position open until filled.

Masked Hiring Policy: In an effort to reduce unintended biases, an attempt will be made to mask all candidates' identities and demographic details during the initial screening process. We ask candidates not to include photos or other unnecessary personal details in their submissions.



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About the Museum

Founded in 1979, the National Nordic Museum (NNM) is the only institution of its size and scale in the United States to present the history and culture of the entire Nordic region (Denmark, Finland, Iceland, Norway, Sweden, the regions of the Faroe Islands, Greenland, and Åland, and the cultural region of Sápmi) and the legacy of Nordic immigrants to the United States. Additionally, the Museum features exhibitions ranging from historical examinations of African Americans who migrated to Nordic countries in the 20th century, to contemporary immersive installations by artists such as Jónsi.

Located along Seattle's working waterfront in an iconic building that embodies Nordic design, the institution is both a museum and a community gathering place.

Our Mission

The NNM shares Nordic culture, values, and ideas with all people to inspire new futures.

Our Vision

We inspire people to create a more vibrant, more just, more sustainable world.

Our Values

- **Openness:** Foster trust and tolerance, and support everyone's right to express their opinions.
- **Sustainability:** Embrace a connection to nature and employ responsible practices that demonstrate respect for our environment.
- **Social Justice:** Exhibit compassion, respect others, and manifest a conviction for the equal value of all people.
- **Innovation:** Encourage creativity, resourcefulness, and new ways of thinking.

Equal Opportunities for All

The National Nordic Museum provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state, and local laws.