



**National
Nordic
Museum**

2655 NW Market St
Seattle, WA 98107

nordicmuseum.org

Job Posting

Marketing Specialist

Reports to: Director of Marketing

Department: Marketing

Status: Full-time, non-exempt

Compensation Range: \$26-28 per hour

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: 01/09/2026

Position Overview:

The Marketing Specialist supports the execution of the National Nordic Museum's marketing strategy through the creation of compelling written, visual, and social content. This role helps bring Nordic history and contemporary culture to life across digital, onsite, and community channels—driving visitation, engagement, and awareness while reflecting the Museum's values of Openness, Social Justice, Sustainability, and Innovation.

This position works closely with senior staff to develop and implement strategic initiatives, develop creative solutions, and evaluate effective outcomes.

Essential Job Functions:

- Create, manage, and publish content across channels including blogs, social media, email, website, PR, and onsite collateral, maintaining brand voice, visual standards, and messaging consistency.
- Capture high-quality photo and video content at Museum exhibitions, programs, events, and in the community.
- Support earned, owned, and paid media initiatives to grow reach, engagement, visitation, and drive ROI.
- Collaborate with the Director of Marketing on campaign execution for exhibitions, programs, membership, events, and partnerships.
- Manage content calendars, deadlines, and production workflows for projects utilizing internal resources or external contractors and vendors.
- Track marketing performance and share insights to inform optimization and future planning.



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Knowledge, Skills & Abilities:

- Strong writing, editing, marketing and storytelling skills across digital and print formats.
- Working knowledge of major social platforms best practices and content trends (Instagram, Facebook, TikTok, LinkedIn, YouTube), to grow reach, engagement, and visitation via both paid and organic content.
- Working knowledge of photography and video production for digital platforms, including capturing and editing content for blogs, social media, and websites
- Ability to manage multiple projects and deadlines in a collaborative, fast-paced environment.
- Highly organized, detail-oriented, and takes initiative to achieve department and organization objectives.

Requirements:

- 3–5 years of experience in content marketing, digital marketing, communications, or a related field.
- Experience with cultural organizations, museums, nonprofits, or mission-driven brands preferred.
- Proficiency with content management systems, social publishing tools, basic analytics, and Microsoft office suite.
- Working knowledge of Adobe Creative Suite, Canva, or similar creative tools
- Occasional evening and weekends, as assigned.
- Ability to lift up to 20 lbs.
- Valid driver's license

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

To Apply: Please e-mail letter of interest and resume to: hr@nordicmuseum.org with "Marketing Specialist Position" 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.