



## Job Posting: Brand Manager- Temporary

**Position:** Brand Manager - Temporary

**Reports to:** Vice President of Marketing and Guest Services

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The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting, and understanding the Great War and its enduring impact on the global community. We hold the most comprehensive collection of WWI objects and documents in the world and are the second-oldest public museum dedicated to preserving the objects, history, and experiences of the Great War.

**Position Summary:** This is a rare opportunity for a seasoned marketing professional to step into a high-visibility leadership role at one of Kansas City's most celebrated cultural institutions — right at the peak of its most consequential year in a generation. The National WWI Museum and Memorial is executing an extraordinary convergence of major initiatives in 2026: its centennial celebration, the America's 250th anniversary, the World Cup Fan Festival and the landmark "Liberty's Beacon" installation. The right candidate will drive the marketing engine led by a talented VP and alongside a capable team. For someone between chapters, returning to the workforce or seeking a prestigious project engagement with immediate impact, this nine-month position offers the kind of portfolio-defining work that's hard to find on a temporary basis.

The incumbent is expected to embrace the National WWI Museum and Memorial's stated mission and core values and demonstrate support for them through professional interactions and performance of job duties.

This position is a part-time, temporary position.

Salary: \$50,000 to \$75,000

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**Responsibilities:** *The following responsibilities describe the general nature of work for employees in this position, but this is not intended as an exclusive or all-inclusive inventory.*

- Daily/Weekly Operations:
  - Review social media content calendar and approve scheduled posts
  - Monitor graphic design project requests and assign priority levels
  - Review draft email campaigns
  - Coordinate with digital marketing specialist on website updates
  - Manage Google AdWords
  - Help schedule and plan digital advertising initiatives with agency partners
  - Conduct brief team check-ins to address immediate needs and roadblocks
- Content Development:
  - Assist in drafting media advisories and releases for exhibitions and events
  - Assist in writing internal staff communications



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- Create talking points for Museum leadership on marketing initiatives
  - Develop FAQ documents for centennial and World Cup Fan Festival
  - Edit exhibition descriptions and promotional copy for accuracy
  - Project Coordination:
    - Follow up with team members on approaching deadlines
    - Coordinate approval workflows for multi-stakeholder/cross-departmental projects
    - Attend weekly marketing team meetings
    - Liaise with curatorial, education, and operations departments on marketing needs
  - Campaign Support:
    - Track promotional materials needed for two new exhibitions in 2026
    - Assist in oversight of Liberty's Beacon marketing rollout and ongoing plan
    - Monitor progress on "Thank you, Kansas City" community campaign tactics
    - Support America's 250th anniversary messaging development
    - Track promotional materials for World Cup Fan Festival
  - Reporting and Documentation:
    - Compile weekly status updates for VP of Marketing
    - Document decisions made and action items from meetings
    - Maintain brand guidelines and style guide documentation
    - Track budget expenditures against marketing plan when relevant
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### **Education and Experience:**

- Senior marketing professional with extensive experience in cultural institutions, hospitality, or tourism, in-house corporate marketing or communications, or marketing, advertising or public relations agency
- Proven ability to manage multiple stakeholders, juggle competing priorities, and maintain quality standards under pressure
- Self-directed with excellent judgement and minimal need for supervision

**Work Environment:** *This job operates in a professional retail environment. This role routinely uses standard office equipment and point of sale equipment.*

**Physical Demands:** *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position is moderately active one that requires standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing or balancing many times throughout the day. The employee must frequently lift and/or move up to 35/40 pounds or assist in moving items 50 pounds or more.*

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills or working conditions.



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### **The National WWI Museum and Memorial is an equal opportunity employer.**

The National WWI Museum and Memorial is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. The Museum and Memorial strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy), gender (including gender nonconformity and status as a transgender or transsexual individual), age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, sexual orientation, familial status, marital status, or any other characteristic protected under applicable federal, state, or local law. All Museum and Memorial employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment. The Museum and Memorial complies with the Americans with Disabilities Act (ADA), as amended by the ADA Amendments Act, the Missouri Human Rights Act (MHRA), and all applicable state and local laws. Consistent with those requirements, the Museum and Memorial will reasonably accommodate qualified individuals with a disability if such accommodation would allow the individual to perform the essential functions of the job, unless doing so would create an undue hardship. If you believe you need an accommodation, refer any such request to the Human Resources department. The Museum and Memorial also will, where appropriate, provide reasonable accommodations for an employee's religious beliefs or practices.

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**Salary and Benefits:** The National WWI Museum and Memorial offers a competitive salary.

### **Application Instructions and/or Questions:**

**Please send your cover letter, resume, and salary requirements to:**

#### **Human Resources**

National WWI Museum and Memorial

2 Memorial Drive

Kansas City, MO 64108

Email: [human-resources@theworldwar.org](mailto:human-resources@theworldwar.org)

**NO PHONE CALLS PLEASE.**

Review of applications begins immediately and continues until the position is filled. By submitting your application, you authorize us to conduct reference checks and a review of available public information.



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Employment is contingent upon background and reference checks that the Museum and Memorial determines is acceptable.