

Marketing and Communications Manager

Coolidge National Medal of Honor Heritage Center

Chattanooga, TN

Full-Time | In-Person (limited hybrid flexibility)

About the National Medal of Honor Heritage Center

The National Medal of Honor Heritage Center is dedicated to preserving the legacy of the Medal of Honor and sharing the stories of extraordinary Americans whose courage and sacrifice represent the highest values of our nation. Through immersive exhibits, educational programming, and community engagement, the Heritage Center inspires visitors to reflect on service, character, and leadership.

Located in **downtown Chattanooga**, adjacent to the Tennessee Aquarium and in the heart of the city's cultural corridor, the Heritage Center is entering an exciting period of growth and evolution, supported by a committed board, strong executive leadership, and a team deeply invested in the mission.

Position Overview

The Marketing Manager is responsible for managing and executing all day-to-day marketing & communications activities for the National Medal of Honor Heritage Center. This is a **hands-on, in-house role** for a skilled marketer who can balance execution with coordination — managing vendors and agencies while also completing core marketing work internally.

Reporting directly to the Chief Philanthropy Officer, this role plays a critical part in elevating the visibility, professionalism, and reach of the Heritage Center. The ideal candidate is organized, proactive, and comfortable owning marketing execution in a collaborative, mission-driven environment.

This is **not a remote role**. The position is based primarily on-site in Chattanooga, with limited hybrid flexibility.

Key Responsibilities

Marketing & Communications Execution & Management

- Lead and manage the Heritage Center's day-to-day marketing efforts across digital, print, and on-site channels
- Execute marketing initiatives that support visitation, exhibits, educational programs, special events, and fundraising efforts
- Ensure consistent brand voice, messaging, and visual standards across all materials

Content & Communications

- Manage and execute social media content, including posting, basic engagement, and performance tracking
- Capture photos and short-form content on-site for use in marketing and social channels
- Draft, edit, and coordinate marketing copy for emails, website updates, presentations, proposals, and promotional materials
- Support email marketing campaigns and maintain basic reporting on performance

Vendor & Agency Coordination

- Serve as the primary internal point of contact for outside agencies and vendors
- Manage timelines, deliverables, and approvals to ensure work aligns with organizational priorities
- Coordinate vendor work to ensure consistency with brand standards and internal expectations

Project Management & Collaboration

- Manage multiple marketing projects simultaneously, maintaining clear timelines and organization
- Collaborate with internal teams to support exhibits, programs, events, and development initiatives
- Assist in preparing presentations, proposals, and internal marketing materials for leadership and partners

Measurement & Optimization

- Track basic marketing performance metrics and campaign outcomes
- Provide insights and recommendations to improve reach, engagement, and effectiveness
- Maintain organized records of campaigns, assets, and vendor deliverables

Qualifications

Required:

- Approximately **4–6 years of marketing experience** in an in-house or agency environment

- Experience managing multiple marketing projects and priorities simultaneously
- Comfort working with external vendors and agencies
- Ability and willingness to execute marketing work directly (social media, content creation, coordination, presentations)
- Strong written communication and organizational skills

Preferred:

- Experience in nonprofit, cultural, education, tourism, or mission-driven organizations
- Familiarity with social media management tools, email marketing platforms, and basic analytics
- Photography or visual content experience
- Experience supporting public-facing programs, events, or exhibits

Work Environment & Growth Opportunity

- Full-time, primarily **in-person role** based in downtown Chattanooga
- Occasional evening or weekend availability may be required for special events or programs
- Opportunity to grow with the organization as the Heritage Center continues to expand and elevate its impact regionally and nationally
- Potential for increased responsibility and team leadership over time as marketing needs evolve

Why Join the National Medal of Honor Heritage Center

This is an opportunity to join a respected national institution with a powerful mission, strong leadership, and a clear commitment to growth. The Marketing Manager will work alongside a dedicated team of professionals who believe deeply in the cause and are focused on elevating the Heritage Center's presence, professionalism, and reach — both locally, regionally and nationally.

Salary range for this position is \$60,000 - \$75,000

Please send cover letter and resume to Vince Butler at vince@MOHHC.org.