

Marketing Manager, Marketing and Design

Develop and manage strategic, comprehensive marketing campaigns for NSBA revenue-generating products, services and events.

Essential Functions and Responsibilities

- Develop marketing plans; deploying successful marketing campaigns owning implementation from ideation to execution, to ensure goals and objectives are accomplished
- Oversee development of marketing tactics, by both internal and external creatives, tactics including traditional and emerging channels
- Measure and report on the performance of marketing campaigns, gain insights and assess against goals
- Build strategic relationships and partner with internal constituents, agencies and vendors
- Optimize email success through management and deployment of campaigns, ongoing testing and metric review
- Determine target markets and manage audiences/list development
- Experiment with a variety of organic and paid acquisition channels like content curation, pay per click campaigns, event management, social media, lead generation campaigns, copywriting, performance analysis
- Prepare and monitor marketing budget
- Performs other duties, including staff supervision, as assigned

Qualifications

Required:

- Bachelor's degree in Marketing, Business, or a related field
- Direct experience with digital marketing
- Proven project management experience
- Strong copywriting skills
- Knowledge of design and print processes and concepts
- Ability to work collegially across the association to accomplish time- and revenue-driven priorities
- Excellent oral and written communication skills.

Preferred:

MBA