

Marketing Manager

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
- Experience 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

Required:

Bachelor's degree in Marketing, Business, or a related field or an equivalent combination of education and experience; direct experience with digital marketing; experienced association marketing professional; 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; and excellent oral and written communication skills.

Preferred: MBA

How to apply:

Qualified applicants should send resume, cover letter & salary requirements to:
NSBA, Attn: HR/ Managing Director, Resumes may be emailed to: **jobs@nsba.org**