



Position Title: Marketing Manager

Department: Marketing, Communications, & Customer Experiences

Reports to: Director, Marketing

FLSA Status: Exempt

Job Description

The National School Boards Association (NSBA) is seeking a creative and detail-oriented Marketing Manager. As the Marketing Manager, you will develop and drive integrated strategic marketing activities to support NSBA's events, products, and services. The ideal candidate is mission focused, analytical, has a successful, progressive background working in associations, and thrives in a collaborative remote environment.

Your Responsibilities Will Include

- Develop marketing plans and deploy successful marketing campaigns, owning implementation from ideation to execution, to ensure goals and objectives are accomplished reporting to the Marketing Director
- Optimize digital marketing success through management and deployment of automated campaigns, ongoing testing, metric review and performance analysis
- Use organic and paid acquisition channels to increase SEO through social media, pay per click campaigns, and lead generation campaigns
- Champion development of offerings through cross-functional collaboration and industry insights
- Grow engagement of target markets, managing audiences/list development, creating impactful messaging, and working with creative design to break through
- Collaborate with key stakeholders, build strategic relationships, and partner with internal constituents, agencies, and vendors to ensure high-quality and timely execution of marketing programs
- Prepare and manage budget
- Other duties as assigned

Your Qualifications

- 5+ years of related experience in marketing, with a focus on marketing campaign development and management; minimum two years in an association



- Bachelor's or Master's degree in business administration, marketing, communications, or a related field
- Must have strong organizational and project management skills, as well as attention to detail
- Experienced in email execution, strategy, and best practices
- Solid understanding of digital marketing best practices and hands-on experience paid digital campaigns
- Excellent written and verbal communication skills, copywriting, and proofreading skills
- Must have strong analytical skills to analyze metrics and create reports
- Self-starter and able to independently move projects forward, prioritize tasks, and meet deadlines
- Creative thinker and problem solver
- Ability to travel, 5 percent annually

NSBA offers a dynamic work environment with an excellent employee benefit package including health and dental insurance programs, 401K and PTO leave plans. As an employee of NSBA you'll work in a primarily remote environment, with an expectation of being in person periodically at our Old Town, Alexandria, Virginia Office.

NSBA is proud to be an equal opportunity employer. We believe in hiring a diverse staff and sustaining an inclusive, people-first culture. We are committed to equal employment opportunity regardless of race, color, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status.