Program Lead, Marketing and Design

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

**Essential Functions and Responsibilities**

- Develop and manage marketing plans, and related campaigns to ensure goals and objectives are accomplished
- Develop and oversee production of marketing tactics including print and digital executions.
- Manage design direction of creative through collaboration with creative team and prioritization of work product
- Liaison between marketing/design department and NSBA staff; marketing lead for numerous departments
- Determine target markets and manage lists/list development
- Optimize email success through management and deployment of campaigns, testing and metrics
- Oversee annual conference general session production, including stage and set design, overall creative execution, run of show
- Contribute to keynote speaker selection and ensure selection is in line with conference and organization positioning
- Supervise and provide oversight on the work of the Marketing Coordinator
- Performs other duties 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