

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; deploy successful marketing campaigns owning implementation from ideation to execution, to ensure goals and objectives are accomplished
- Optimize digital marketing success through management and deployment of automated campaigns, ongoing testing, metric review and performance analysis
- Develop with a variety of organic and paid acquisition channels to increase SEO through social media, pay per click campaigns, lead generation campaigns
- Champion development of offerings through cross-functional collaboration and industry insights
- Grow engagement of target markets, managing audiences/list development and developing impactful messaging
- Build strategic relationships and partner with internal constituents, agencies and vendors
- Prepare and manage budget
- Performs other duties, including staff supervision, as assigned

Qualifications

Required:

Bachelor's degree in Marketing, Business, or a related field or a equivalent combination of education and experience; 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; and excellent oral and written communication skills.

Preferred:

MBA