

## **Marketing Manager**

Are you prepared to take the helm in reshaping marketing strategies at PPAI? We're seeking a proactive and visionary individual to fill the role of Marketing Manager. If you thrive on crafting innovative marketing plans, navigating budgets with finesse, and fostering collaboration within a dynamic team, then this opportunity is perfect for you!

### **Responsibilities:**

1. Proactive Strategist: Develop and execute captivating marketing plans for a diverse range of Association products & services, staying ahead of the curve in industry trends.
2. Budget Management: Direct internal budgets effectively, optimizing resources for maximum impact while demonstrating a keen attention to detail.
3. Consensus Builder: Ensure alignment between stakeholders' objectives and marketing communications, fostering consensus while staying true to the Association's brand.
4. Creative Collaborator: Work closely with marketing department designers and videographers, utilizing your self-direction to guide various marketing assets such as direct mail, telemarketing, video production, email, and online advertising.
5. Change Management Champion: Lead regular marketing meetings, encouraging productivity and creativity among team members, adeptly managing any changes or challenges that arise.
6. Detail-Oriented Director: Oversee the creative process meticulously, ensuring projects are completed on time and within budget, transforming visions into reality with precision.
7. Innovative Investigator: Research and explore new tactics and strategies for marketing products and services, demonstrating a proactive approach to staying ahead of industry trends.
8. Attention to Detail Wordsmith: Assist in writing, proofing, and editing copy to maintain clarity and consistency across all communications, showcasing your high attention to detail.
9. Adaptable Event Enthusiast: Engage in tradeshow and event duties as assigned, embracing change with ease and infusing energy and excitement into promotional efforts.

### **Qualifications:**

- Undergraduate degree in Marketing/Advertising/Public Relations/Communications.
- Proven experience in marketing practices and client management.
- Proficiency in Microsoft Word, PowerPoint, Excel, Teams, and Access.
- Strong communication skills, able to provide clear instructions and interact effectively with others.

If you're ready to take on this exciting journey of transformation, apply now and let's revolutionize marketing together at PPAI!