

Digital Marketing Manager

Adventure

Fantastic opportunity for a marketing person who loves the digital and social channels to be the online voice of the 20-billion-dollar promotional products industry. This opportunity allows the right person significant freedom to make decisions in a very visible way for an entire industry. This is a hands-on leadership opportunity that has authority to set and implement direction based on a larger marketing strategy.

PPAI is the industry trade association for the promotional products industry. Our new President & CEO is digitally minded and is looking to significantly expand our online engagement as part of our digital transformation. The right candidate can have a huge impact on the overall marketing of the association as well as the industry.

Action

- Professionally engage members on social media channels
- Determine what content should be posted, when it should be posted, and where it should be posted.
- Copywriting to make posts engaging
- Leveraging paid opportunities to expand reach and influence
- Reporting to leadership on engagement, influence, and other metrics established by the manager
- Contribute to and/or oversee website content updates
- Manage email marketing
- Travel to industry events
- Provide honest and ongoing communication as needed to support success throughout the organization
- Meet established deadlines for all projects, reports and communications for all audiences both internally and externally
- Provide high-quality products, reports, communications and projects for all audiences internally and externally.
- Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
- Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
- Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole. Foster cultural values, mission and overall organizational guidelines of PPAI

Necessary Gear

- College Degree Bachelor's Preferably Marketing
- Digital Marketing
- Deep understanding of business software and systems, we do not need someone with deep networking experience.

Items in Your Backpack

- Deep understanding of digital media and how to connect with people online
- Time management
- Self-starter
- Great communicator
- Attentive to details
- Digitally proficient
- SEO and SEM skills and understanding a plus
- Basic HTML understanding a plus

Our Mountain and Fellow Climbers

- Warm and welcoming environment combined with challenging and purposeful work
- Supportive inclusive team

Destination/Purpose

- Excellence
- Monumental
- Difference Makers

Guide Map

- Irving TX
- Reports to Director of Marketing
- Job Type: Full-time
- Occasional travel is required for this position
- Required to work onsite multiple days per week at PPAI HQ in Irving Tx on a hybrid remote work schedule
- Submit pay range you are seeking with your resume.