

# PPAI JOB DESCRIPTION

## *Marketing Manager*

### Reporting Structure

Title of reporting manager: Director
Department: Marketing

### Job Status

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Hybrid Remote Work Model

### Job Discretion

How many people does this position supervise: None
Does this position have disciplinary responsibilities: No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

### Essential Functions and Primary Duties

1. Create and manage marketing strategy for internal and external clients.
2. Manage internal client marketing budgets.
3. Work closely with copywriters and designers.
4. Ensure the copy and design communicates the marketing objectives of clients.
5. Coordinate with print broker and mail house for all client direct mail requests.
6. Oversee the development of direct mail, telemarketing, video production and other aspects of the marketing mix for each client.
7. Develop strategy, oversee copywriting/design and handle distribution of all promotional e-mails for individual clients.
8. Schedule and lead regular marketing meetings with each internal client.
9. Make client presentations on strategy and comps.
10. Oversee the creative process for completing projects on time and on budget.
11. Manage website updates for assigned clients.

### Secondary Responsibilities

1. Research and investigate new tactics and strategies for marketing products and services.
2. Writing, proofing and editing copy
3. Tradeshow/event duties as assigned.

### Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

### Education Requirements

School/Certification Authority	Degree/Certification	Major/ Minor
University Degree	Undergraduate	Marketing/ADV/PR/Communications

### Experience Requirements

Type of Work	Years of experience	Depth of Experience
Client Management	5-10 Years	Advanced
Marketing Department	5-10 years	Advanced

### Preferred Experience

Type of Work	Years of experience	Depth of Experience
Agency or Association	5 years	Advanced

### Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Conflict Resolution	5 Years	Intermediate
Microsoft Applications	5 Years	Intermediate
Marketing Practice	5/7 Years	

### Physical Requirements

\*Sitting: 70%, Standing: 30%

\*Lifting: 20-25 lbs, Pushing/Pulling: 10%, Bending/Stooping: minimal

\*Extended work hours, extended weeks (endurance requirement): minimal

### Work Environment

\*Office environment: 95%, \*Trade show floor or event venues: 5%

\*Temperature controlled environment: 100%

\* Travel: Must be able to travel