

## PPAI JOB DESCRIPTION

### Digital Marketing Manager PPW

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 the 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.

#### Reporting Structure

Title of reporting manager: Director of Marketing
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: Position Must Work from HQ location with Hybrid Remote Work Model

#### Job Discretion

How many people does this position supervise: 0
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 (list up to 10 most important points)**

1. Professionally engage members on social media channels
2. Educate advertisers on power of promotional products
3. Determine what content should be posted, when it should be posted, and where it should be posted.
4. Copywriting to make posts engaging
5. Leveraging paid opportunities to expand reach and influence
6. Reporting to leadership on engagement, influence, and other metrics established by the manager

#### **Secondary Responsibilities (list up to 7 lesser important points)**

1. Contribute to and/or oversee website content updates
2. Manage email marketing
3. Travel to industry events

#### **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 Preferred**

<b>School/Certification Authority</b>	<b>Degree/ Certification</b>	<b>Major/ Minor</b>
College Degree	Bachelor's	Preferably Marketing

#### **Experience Requirements**

<b>Type of Work</b>	<b>Years of experience</b>	<b>Depth of Experience</b>
Digital Marketing	3+	High
Public Relations Background Preferred		

#### **Knowledge, Skills and Abilities Preferred**

<b>KSA's</b>	<b>Years of experience</b>	<b>Depth of KSA's</b>
Deep understanding of digital media and how to connect with people online	3+	High
Time management	3+	High
Self-starter	3+	High
Great communicator	3+	High
Attentive to details	3+	High
Digitally proficient	3+	High
SEO and SEM skills and understanding a plus		
Basic HTML understanding a plus		

#### **Physical Activity**

- Sitting
- Standing
- Lifting
- Pushing/Pulling
- Bending/Stooping
- Extended work hours, extended weeks (endurance requirement)

#### **Work Environment**

- Office environment
- Trade show floor or event venues
- Temperature controlled environment
- Travel: Must be able to travel

PPAI is an Equal Opportunity Employer (EOE)  
Apply to: [apply@ppai.org](mailto:apply@ppai.org)