

PPAI JOB DESCRIPTION

Marketing Manager

The PPAI Marketing Manager will successfully manage multiple internal clients, developing and implementing marketing strategies, based on client budgets and desired outcomes.

Reporting Structure

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| Title of reporting manager: Director |
| Department: Marketing |

Job Status

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| 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

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| 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