

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

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. Develop and implement marketing plans for various Association products & services.
2. Manage internal budgets.
3. Work closely with marketing staff and collaborate with internal stakeholders.
4. Ensure that copy and design communicate the marketing objectives of stakeholders and stays on Association brand.
5. Work directly with print broker and mail house for all marketing direct mail requests.
6. Work directly with marketing department designers and videographer on direct mail, telemarketing, video production, email and online advertising assets
7. Schedule and lead regular marketing meetings as necessary.
9. Make presentations on strategy to appropriate stakeholders.
10. Oversee the creative process for completing projects on time and on budget.

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

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
SEO, Paid Search, Google Analytics	5 years	Intermediate/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