



Senior Engagement Marketing Manager

Department: Marketing
Location: Appleton, WI

Exemption status: Exempt
Direct Reports: Marketing Coordinator

Reports to: VP of Marketing

Purpose

The AIA Marketing team purpose is to generate awareness, drive acquisition and inspire retention. We will accomplish this by elevating the AIA brand, building brand awareness, attracting qualified prospects, increasing engagement with owners and enhancing the owner experience. We will do this through the delivery of impactful, relevant content, communication and events based on a keen understanding of our target audience. Our work will be guided by corporate goals and through strategic partnerships with internal and external stakeholders.

The engaging and driven individual who steps into the role of the Senior Engagement Marketing Manager will be responsible for the overall development and execution of distributor engagement events, campaigns and programs.

Responsibilities

Drive Growth & Evolution of Distributor Marketing Programs

- Develop marketing programs and campaigns to support our AIA Distributors across different channels and segments in support of the overall strategic marketing plan
- Lead the execution of AIA's Distributor monthly marketing campaigns via several channels including AIA's EAIA Distributor website, social media channels, online space, including a yearly printed catalog.
- Lead the creative direction of custom marketing projects, write creative briefs and timelines.
- Collaborate with the Supplier Relations team for supplier content needed to support the marketing monthly programs.
- In collaboration with the VP of Marketing, identify areas of opportunity to evolve the distributor marketing programs to deliver greater value.
- Oversee the project management for all tasks needed to deliver each project.

Oversee Distributor Events & Engagement Initiatives

- In partnership with the VP, Marketing and Owner Success Team, understand the objectives and requirements for all events that include but not limited to the National Sales Meeting, Regional Meetings, Industry Events.
- Lead the event planning process including project management, budgeting, logistics and scheduling. This includes receiving buy-in from key stakeholders as necessary.
- With support from the Marketing Coordinator, ensure all event deliverables are met on time and on budget.

Distributor Communication

- In partnership with the VP of Marketing, develop and execute all distributor facing content, including communication, newsletters, the Annual Report.
- Ensure all distributor-facing platforms are on brand, up to date and delivering relevant content.

Qualifications

Education/Experience:

- 7+ years of marketing leadership experience required, B2B preferred
- A keen understanding of the entrepreneurial and small business owner mind-set.
- Ability to manage creative teams and creative projects from inception to completion.
- Detailed-oriented.
- Embrace the event management mind-set.
- Creative and innovative approach to problem solving.
- People leader experience.
- Strong project and time management skills with the ability to adapt as needed.
- Strong communication and presentation skills
- Promotional Product Industry Experience preferred
- Bachelor's degree in Marketing, Communications, or Advertising preferred, or equivalent experience

Knowledge/Skills/Abilities/Competencies

Personal Leadership

- Agile & Adaptable: Responds to change and uncertainty with confidence and openness; seeks new experiences to develop skills; solicits and acts on feedback; learns from experiences; not afraid to take risks.
- Accountable: Accepts responsibility for one's own performance and actions; follows through on commitment; assumes positive intent in others; treats others objectively and consistently; acts with integrity.
- Courageous: Confronts difficult issues objectively and supports others who do the same; champions new ideas; manages personal discomfort in difficult situations.

Thought Leadership

- Solves Problems: Seeks out and considers relevant data, intuition, ideas, and experience to make decisions and solve problems; effectively and efficiently integrates information from diverse sources; thoughtfully considers alternative solutions and perspectives.
- Strategizes: Thinks critically; anticipates long-term challenges and trends; understands implications of decisions; translates ideas into practical applications; sees how his/her works relates to the work of other teams in the organization as a whole; knows which people in the organization need to be informed, what they need to know, and when to tell them.
- Innovates: Generates new ideas that add value; nurtures fresh approaches and appropriate risk taking; seeks alternative points of view; approaches problems with curiosity and generates creative solutions.

Team Leadership

- Collaborate: Works effectively with others to meet goals and satisfy business objectives; develop and maintain strong relationships with internal/external partners; seek buy-in of stakeholders; deals with disagreements or different points of view in a constructive manner; maintains positive relationships even under difficult circumstances.

- **Communicate Effectively:** Listens attentively and with empathy to concerns of others; adjusts message to the audience; keeps people up to date with relevant information; speaks and writes clearly; encourages others to express views, even unpopular ones.
- **Manage Talent:** Gives clear, motivating, and constructive feedback; provides challenging assignments and coaching to facilitate individual development; willingly shares expertise and experience with others; acts quickly when performance is not meeting expectations.
- **Engage & Inspire Others:** Conveys trust in people's competence to do their jobs; creates a feeling of energy, excitement, and personal investment; inspires others to excel; rewards and recognizes performance that exceeds expectations.

Results Leadership

- **Manages Execution:** Organizes, coordinates, and manages resources, time, and people to achieve business objectives; prioritizes goals and uses resources while considering both strategy and efficiency; works quickly to get things done.
- **Drives for Results:** Fosters a sense of urgency and commitment to achieve goals and create an Owner focused environment; takes initiative to proactively address critical issues; carefully considers compliance and regulatory obligations.
- **Maximizes Productivity:** Identifies ways to streamline and improve efficiency of work; ensures that defined processes, quality standards, and best practices are adopted and relevant; drives continuous improvements; establishes systems to monitor / measure productivity and quality.

Working Conditions

Prolonged periods sitting at a desk and working on a computer. Flexibility for overnight travel of approximately 10%.

Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.

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