

Director of Marketing

Reports To: Chief Executive Officer

Status: Exempt

Job Summary

Be responsible and accountable for planning, development, and implementation of all of the Organization's marketing strategies, marketing and advertising communications, and public relations activities, both external and internal. Oversee the development and implementation of multi-channel support materials and services, and events and promotions, in the areas of marketing, advertising, communications, and public relations. Recruit, supervise, support, and mentor qualified personnel in order to perform the functions of the Marketing Department. Lead and direct the efforts of the Marketing Department staff and coordinate at the strategic and tactical levels with the other functions of the Organization.

Primary Relationships

The position reports to the Chief Executive Officer and serves as a member of the senior management team. This position participates with the Executive Advisory Committee, Chief Executive Officer, Executive Director of Operations, Executive Director, and other senior management staff in charting the direction of the Organization, assuring its accountability to all constituencies, and ensuring its effective and efficient operation.

- Within the Organization, the position has primary working relationships with the Executive Director, other senior management team members, staff of the Marketing Department, and any staff assigned to marketing, advertising, communications, and public relations activities and projects.
- Outside the Organization, the position coordinates primarily with the media, publishing, broadcast, video, and communications service providers. The position may have occasional contact with Merchant/Advertisers and Affiliates in a consulting capacity.

Principle Accountabilities

Marketing, Advertising, Communications, and Public Relations

1. Be responsible for creating, implementing, and measuring the success of:
 - a comprehensive marketing, advertising, communications, and public relations program that will enhance the Organization's image and position within the marketplace and the general public, and facilitate internal and external communications; and,
 - all Organization marketing, advertising, communications, and public relations activities and materials including publications, advertisements, media relations, campaigns and promotions, and so forth.
2. Ensure articulation of Organization's desired image and position, assure consistent communication of image and position throughout the Organization, and assure effective communication of image and position to all external constituencies.
3. Coordinate media interest in the Organization and ensure regular contact with target media and ensure appropriate response to media requests.
4. Act as the Organization's representative with the media.
5. Raise the profile of the Organization by gaining speaker slots for key staff at appropriate conferences and forums.
6. Coordinate the appearance of all Organization print, video, and electronic materials such as letterhead, use of logo, brochures, advertisements, broadcasts, Internet websites, and so forth.

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7. Be responsible for editorial direction, design, production, and distribution of all Organization publications and effectively articulate the direction and design throughout Organization.
8. Produce innovative, coordinated, and effective promotional and multi-channel marketing, advertising, communications, and public relations materials, to include, but not limited to, direct mail campaigns, on-site promotional events, printed materials, electronic media, video and broadcast productions, Internet websites, and so forth.
9. Ensure marketing, advertising, communications, and public relations materials meet requirements concerning copyrights, trademarks, and related legal concerns.
10. Direct daily operations of Department, analyzing workflow, establishing priorities, setting deadlines, assigning and reviewing work, and ensuring quality standards are met.
11. Negotiate contracts with vendors, suppliers, and distributors to manage timely and quality production of publishing and broadcast materials and promotional events.
12. Coordinating through Sales Account Representatives, develop, coordinate, and oversee programs, technical assistance, and resource materials to assist Merchant/Advertisers, as appropriate, in the marketing, advertising, and positioning of their activities.
13. Coordinating through Sales Account Representatives, provide counsel to Merchant/Advertisers, as appropriate, on marketing, advertising, communications, and public relations regarding their relationship with the Organization.
14. Coordinating with Information Technology staff, ensure that database management software and processes collect and retain data relevant for effective marketing activities and programs.

Planning, Budgeting, and Controls

1. Be responsible for the achievement of the Marketing Department mission, goals, and financial objectives.
2. Identify, develop, and evaluate marketing, advertising, communication, and public relations strategy, based on Organization's objectives, global market characteristics, constituency needs, and financial factors.
3. Create a *Corporate Marketing, Advertising, Communication, and Public Relations Plan* that covers a strategic multi-year outlook, assumes rapid growth, and addresses annual operations. Update at least annually and when necessary to align with the Organization's strategic direction.
4. Develop short-term and long-term plans and budgets consistent with the *Corporate Plan*.
5. Plan and administer the Department's annual operations budget, including project specific budgets, to meet budgetary controls.
6. Prioritize and plan work to consistently meet commitments and deadlines.
7. Ensure that the Department's productivity is high and costs are acceptable by ensuring that the department's resources are planned and used in the optimum manner.
8. Develop project plans for marketing, advertising, communication, and public relations activities, monitor progress, assure adherence, and continuously evaluate performance to schedule, quality, and budget goals. Regularly report project progress and status to the Executive Director.
9. Ensure that evaluation systems are utilized as related to these goals and objectives and report progress and status to the Executive Director and Executive Director of Operations.
10. Develop, implement, and monitor systems and procedures necessary to the smooth, efficient, and effective operation of the Department.
11. Plan, organize, implement, and evaluate special projects of benefit to the Organization.

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Interdepartmental Coordination

1. Actively promote communications and teamwork that result in a cohesive and collegial work force.
2. Maintain effective communications between and among senior management team. Ensure that senior management team members are kept informed in a timely fashion on relevant conditions, operations, and activities of the Organization that are deemed pertinent to the overall objectives of the Organization.
3. Create, support, and oversee Organization cross-functional teams as required for specific activities and projects.
4. Coordinate with the Director of Sales to ensure materials, services, and support, under the responsibility of the Department, are readily accessible to Sales Department staff and are being effectively utilized for sales activities and projects.
5. Coordinate with the Executive Director for management and financial reports needed on a regular or occasional basis.
6. Coordinate with the Director of Information Technology to ensure appropriate, prerequisite software (i.e. publishing, database, etc), hardware resources, and processing/procedures are accessible to Department staff for their activities and projects.
7. Coordinate with the Director of Information Technology to schedule, with adequate lead times and clear articulation of desired outcomes, any need for or use of software, hardware, technology, or personnel resources that are not already covered in routine processing and procedures or in existing projects.
8. Coordinate with the Office Manager to ensure appropriate and adequate office equipment, supplies, space, and support personnel are accessible to Department staff for their activities and projects.
9. Coordinate with the Office Manager to schedule, with adequate lead times and clear articulation of desired outcomes, any need for or use of office equipment, supplies, space, or personnel resources that are not already covered in routine processing and procedures or in existing projects.
10. Recommend short-term and long-term Organization goals and objectives to the Chief Executive Officer, Executive Director, and Executive Director of Operations.
11. Recommend to the Executive Director and Executive Director of Operations any administrative or operational policies, processes, and procedures that will facilitate the smooth running of the Department, especially as concerns interactions with other departments or reduces cost.

Leadership and Management

1. Lead and direct daily operations of Department, analyzing workflow, establishing priorities, setting deadlines, assigning and reviewing work, and ensuring quality standards are met.
2. Recruit, train, appraise, supervise, support, develop, promote, and guide qualified personnel in the functions of the Department.
3. Ensure effective management within the Department with provision for succession.
4. Follow human resources policies and procedures to complete timely job performance appraisals and training and development plans for each staff member.
5. Maintain a climate that attracts, retains, and motivates top quality personnel in the Department, as well as throughout the Organization.

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6. Develop collaborative and cooperative working relationships with staff and maintain them over time.
7. Calmly confront conflict, understanding another's point of view and work along with the other person collaboratively to resolve the problem.
8. Effectively enable all staff, within the Department especially and also across the whole Organization, so they can take action on behalf of the Organization by:
 - a) transmitting the Organization's values, vision, mission, and direction;
 - b) engaging people in the meaning of the Organization;
 - c) respecting and using the skills, expertise, experience, and insights of people;
 - d) providing direction and resources, removing barriers, and helping develop people's skills;
 - e) articulating expectations and clarifying roles and relationships;
 - f) communicating such that it includes helping people transform information into knowledge and learning;
 - g) encouraging people to question organizational assumptions and ask strategic questions;
 - h) ensuring quality decision-making;
 - i) anticipating conflicts and facilitating resolution;
 - j) engaging people in process as well as tasks;
 - k) encouraging people to use their power, practice their authority, and accept their responsibility;
 - l) modeling behavior; and
 - m) mentoring and coaching people to success.

Organizational Strategy and Commitment

1. Work with Executive Advisory Committee, Chief Executive Officer, Executive Director, and other senior management team members, to ensure the overall health and vitality of the Organization by:
 - developing and maintaining a strategic perspective in organizational direction and decision-making;
 - developing strategies, models, and pricing for the Organization's existing and future programs, products, services, and projects, balancing the Organization's objectives with constituent needs and customer satisfaction (particularly relevant to Merchant/Advertisers and consumer Members);
 - using forecasting and strategic planning to ensure the sale and profitability of the Organization's existing and future programs, products, services, and projects, through monitoring and analysis of business and market trends and technological advancements;
 - evaluating the financial aspects of the Organization's existing and future programs, products, services, and projects, through assessment of budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections;
2. Ensure that the Organization's philosophy, mission, and vision are pertinent and practiced throughout the Organization.
3. Formulate and administer policies to ensure the integrity of the Organization.
4. Develop and coordinate means to seek regular feedback from the Organization's key constituencies regarding the quality of the Organization's programs, products, services, and projects.

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5. Perform as a function specific (i.e., marketing, sales, technology, management, operations, etc) consultant with expertise to bring attention and solutions to Organizational priorities. Keep informed of developments and advancements in the function. Educate other senior management team members around the capabilities of the function and how to apply it so the Organization operates effectively and efficiently.
6. Maintain confidentiality of all internal matters pertaining to the Organization and its operations.

General

1. Participate as the Organization's representative by membership in trade associations, business organizations, conferences, and so forth.
2. Represent the Organization at appropriate meetings, conferences, and functions to promote programs, products, services, and projects.
3. Build a robust network of business and personal contacts, expanding the breadth of recognition of the Organization.
4. Maintain professional growth and development through continuing education, participation in professional associations, reading journals, Internet research, and other activities.
5. Keep informed of developments in the fields of marketing, advertising, communications, public relations, and the specific business of the Organization and use this information to help the Organization operate with initiative and innovation.
6. Ensure that the Organization regularly conducts relevant marketing research. Coordinate and oversee this activity to monitor and analyze trends in these areas. Incorporate findings into the Organization as appropriate.
7. Lead projects as assigned and perform other duties as assigned.

Qualifications, Experience, and Skills

General Attributes

- Keen creative, strategic, analytical, and organizational skills
- Entrepreneurial spirit, passion, and high energy level
- Effective and situational, flexible interpersonal skills
- Collegial disposition and ability to work effectively with diverse people
- Ability to work effectively with and present a professional image to multiple constituencies
- Ability to communicate effectively in writing by synthesizing complex topics and organizing and presenting material in a convincing manner
- Strong oral communications and polished presentation skills
- Ability to translate marketing or technical jargon depending on the audience
- Readiness to make decisions, commit to action, and accept responsibility
- Ability to work independently in a self-directed work environment
- Commitment to working as part of a collaborative leadership team
- Ability to contribute meaningfully in cross-functional teams
- Ability to organize priorities and practice effective time management skills
- Ability to facilitate focused, productive meetings
- Experience hiring, training, developing, supervising, and appraising personnel
- Experience developing and managing budgets and project plans
- Enough computer and technical skills to be self sufficient in effective use of the Internet and basic office applications: electronic mail, word processing, spreadsheet, and presentation software
- Ability to work in a highly dynamic environment

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- Ability to handle multiple priorities and projects with good humor

Director/Manager Requirements

- Demonstrated successful experience hiring, training, developing, supervising, and appraising personnel who are motivated to exceed expectations
- Demonstrated successful experience managing projects that meet schedule, cost, and quality goals
- Demonstrated successful experience developing and managing budgets
- Demonstrated understanding of basic principles of business management, including strategic planning, operations, sales, marketing, accounting, and administration

Function Specific Requirements

- Minimum of 10 years experience in marketing, advertising, communications, or public relations with demonstrated success, preferably in the advertising services sector and/or Internet on-line sales and marketing.
- Minimum of 2 years of experience each in any two of the following areas: marketing, advertising, communications, public relations, sales, or Internet website development.
- Demonstrated skills, knowledge, and experience in the design and execution of marketing, advertising, communications, and public relations activities.
- Experience overseeing the design and production of print materials and publications.
- Experience overseeing the design and production of broadcast and video materials.
- Demonstrated successful experience writing press releases, making presentations, and negotiating with media.
- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, and sales techniques.
- Computer literacy in publishing software, on-line website development, and data base management preferred.
- Bachelors degree in marketing, public relations, or communications preferred. Graduate degree in a related field is desirable.

Environmental / Job Conditions

Work is performed primarily in an office setting. There may be occasional travel to customer sites, retail stores/establishments, meetings, events, and training.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Sitting for extended periods of time while at a desk or in meetings; Hearing and visual acuity within normal range; Manual dexterity to operate computer keyboard and office equipment; Occasional lifting of light to medium weight objects or packages.