

This is an exempt, professional position with responsibility for planning and executing print and electronic communications, management of sponsorship programs, and growing our public presence through social media and other marketing initiatives. The successful Marketing & Sponsorship Manager will be a creative, organized, and innovative team member with a keen eye for opportunities of growth both of the chapter and our members.

To Apply: Send a cover letter with portfolio of past marketing collateral and resume to hr@caidc.org. Resumes will be reviewed as they are received, and the position will be posted until filled.

Chapter Marketing

- Create and manage association marketing initiatives, including traditional and digital media, to promote membership and programs.
- Plans and develops communications to support chapter programs including written content for branded emails, social media posts and campaigns, offline marketing material, web-based marketing messages to promote chapter programs.
- Ensure consistency of branding and style across all chapter communications.
- Design and manage graphics and marketing plans for chapter programs and events in coordination chapter program staff and Executive Director.
- Plans and develops communications to membership including e-newsletters, print materials, and email blasts.
- Collects data to continually improve quality and effectiveness of marketing plan and reviews marketing research to better identify target audiences and needs.
- Works with outside contractors to develop large graphic suites for major events.
- Maintains the chapter website and updates regularly for accuracy and timely information.
- Tracks website and marketing initiatives statistics.

Sponsorship Management

- Works with chapter staff and Executive Director to develop sponsorship packages and is a resource for sponsor and partner marketing.
- Serves as main point of contact for chapter sponsorships from sales to execution of sponsorship.
- Ensures benefits are provided with excellent member service for all chapter sponsorships and within the Annual Chapter Partner Program.
- Works with chapter program staff to sell sponsorship packages.
- Coordinates Annual Chapter Partner Program initiatives with Executive Director.
- Tracks sales and budget expectations of sponsorships.

Editorial Supervision, *Quorum*

MARKETING & SPONSORSHIP MANAGER

- Responsible for managing all editorial and production aspects of monthly issues of *Quorum*, which include maintaining production schedule, story lists, and/or editorial calendar.
- Coordinates with outside sales team to solicit advertisers for *Quorum* and secure necessary artwork, copy, and advertisements for publication.
- Serves as managing editor of the magazine; reviews queries as required; writes copy as required, including Chapter news and editorial comments; proofreads all publications and supervises all stages of publication production. (Executive Director reviews final proof.)
- Works with Editorial Committee to solicit and monitor receipt of articles for *Quorum* and to review and edit manuscripts for style, accuracy, clarity, and appropriateness.
- Oversees relationship with outside vendors including printers, mail house, and designers to ensure timely magazine production.
- Ensures Chapter Partners are recognized according to their benefits within *Quorum*.
- Manages publications revenue and expense budgets.

Experience and General Requirements

- 4-year degree, preferably Marketing, Advertising or related field.
- Minimum of 3-5 years in non-profit association marketing
- Strong skills in Adobe Creative Suite, Canva, Microsoft 365 Suite.
- Self-starter who can work independently as part of a team
- Strong communication, writing, and editing skills required.
- Ability to adapt and pick up new techniques and technologies.
- Works confidently under pressures with overlapping projects.
- Keen eye for graphic design, attention to detail, and creativity.
- Proficiency with various social media platforms including Twitter, Facebook, Google+, Instagram, Hootsuite
- Interest and knowledge of current marketing trends

Notes:

Telecommuting is allowed with Executive Director approval.

Additional Salary Information: Salary range for this position is \$60,000 - \$65,000 annually, based on experience. The benefits package includes 100% coverage for medical and dental insurance premiums for employee, optional vision insurance paid for by employee, 401K with annual match, generous PTO program, and optional flexible spending account.

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