



JOB DESCRIPTION

Position Title: Senior Marketing Manager

Division: Marketing

FLSA Status: Exempt

Reports to: Vice President, Marketing & Communications

Last Reviewed: July, 2010

BASIC FUNCTION

The main function of this position encompasses all the components of Marketing. Key responsibilities involve overseeing development and execution of a marketing budget and plan for AADE products, including conferences, convention and education events, membership, publications, and other services. Responsibilities also include:

- Creating and managing marketing strategies and plans to meet product lines revenue and organizational objectives in the areas of membership, educational meetings, publications, and distance learning.
- Evaluating sales, customer research, market conditions and competitor data, and implementing marketing plan changes as needed.
- Identifying and developing new customers for products and services in order to increase sales.
- Managing the development of marketing and promotional materials based on marketing plans.
- Coordinating the association's collateral material for Annual Meeting exhibit display and displays at other industry meetings.
- Coordinating any association marketing and promotion initiatives including the overall promotion plan for Annual Meeting and on-site communications as requested.
- Coordinating general and specific primary and secondary research initiatives as requested.
- Providing promotional input for association publications including, TDE, eFYI, and administrative support for marketing department.
- Independently updating, supporting, and maintaining the AADE web site for promotion of AADE's programs and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Directs, monitors and implements marketing initiatives to affect revenue generation for membership, educational meetings, publications and distance education.
- Coordinates AADE exhibit and programs, at other Association annual meetings, as requested and needed.
- Improves quality in processes and overall procedures related to the job role and functions.
- Continues learning and personal development by reading, networking, and attending programs.
- Develops and maintains a comprehensive and current database tracking competitive offerings.

- Develops and maintains secondary sources of research information to support AADE's primary research initiatives, and coordinates primary member needs surveys.
- Supports the VP of Marketing & Communications in the development and production of all marketing media including brochures, broadcast fax and e-mails, print ads, web site banners and other promotional content produced by AADE.
- Develops relationships with outside firms for design, mailing lists, fulfillment, and tracking of functions.

EXTERNAL RELATIONSHIPS

Position requires extensive and ongoing contact with individuals outside of the Association such as the following, but not limited to:

- Professional associations
- Project teams
- Industry sustaining members or contract representatives;
- Chapters, members, and other organizations;
- Organizations and individuals involved in new initiatives.
- Firms providing services relative to marketing/promotion functions.

INTERNAL RELATIONSHIPS

- Educational Content Development
- Educational Content Delivery
- Membership
- Communication
- Finance

SCOPE/DIMENSIONS

- Independent, supporting and project management responsibility related to specific association services, professional activities, and new programs and projects in support of the Directors and the Association.
- Represents departments and Association, and has broad interaction with members, committee leaders, members of chapters, and corporate representatives related to programs, projects and services.
- Responsible for budget-tracking (income and expenses), and keeping costs for production, shipping, printing, copying, and travel within established budget.

KNOWLEDGE, SKILLS, AND ABILITIES

- Extensive knowledge of direct marketing strategies including e-marketing.
- Working knowledge of ROI strategies.
- Extensive knowledge of print/ad development, e-mail marketing, and sales campaign creation.
- High level verbal and written communication skills.
- Familiar with open CMS for web content.
- Proven ability to convert data into useful information for innovative market plans.
- The ability to manage projects from conception to completion.
- Ability to work well both independently, and as a team member.
- Ability to proofread, catch and correct errors prior to distribution.

- Data base and spread sheet proficiency (Access and Excel), with PowerPoint skills.

EXPERIENCE/EDUCATION

Candidate must possess 5-7 years of related marketing experience; with proven experience in membership or product/service marketing in an education, association, or not-for-profit professional environment. Bachelor's degree in Marketing/Communications, or related field required.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional day and overnight travel.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties. Also requires participation and attendance at organization sponsored events and meetings across the country.