



## Senior Manager of Marketing and Communications

**Reports To** Vice President, Membership & Marketing

**FLSA** Exempt - Full Time

**City/State** Remote

**Description** **GENERAL DESCRIPTION OF POSITION**

The Senior Manager of Marketing and Communications will further the mission of CGi and our clients by providing direction and management for marketing, communications, and public relations. The Senior Manager ensures successful implementation of marketing strategies to build annual revenue as well as maintain our relationships, brand, events, and communications.

**Requirements**

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Directly supervise the marketing and communications staff. Supervisory responsibilities include interviewing, hiring, and training staff; planning, assigning, and directing work; appraising performance and individual goals; coaching and development of staff; addressing complaints and resolving situations
- Assist with the development and implementation of integrated and innovative strategic marketing and communications plans in conjunction with the Vice President of Membership and Marketing
- Continually research and recommend innovative marketing strategies to increase reach and grow distribution lists to achieve goals
- Contribute to the organization as a problem-solver and decision maker
- Provide budget recommendations and ongoing monitoring, including expenditures, ROI, and profit-loss projections
- Utilize data to make informed business recommendations; including recommendations to increase membership, conference attendance, and product sales
- Analysis of KPIs for all marketing channels; establishes benchmarks, develops supporting reports, and communicates results
- Create and maintain a comprehensive marketing manual documenting policies, procedures, forms, and staff accountabilities; monitor, analyze and enhance internal procedures on an on-going basis
- Ensure all marketing executions are within brand guidelines; review and approval of all marketing collateral including copy, print work, graphic artwork, digital media, photography, videography, etc.



- Continually review and assess current brand guides and make recommendations for enhancements as needed
- Manage, or execute as needed:
  - o all copywriting, creative, print and communication intended for public consumption to ensure its alignment with CGI client strategic communications plan
  - o development of electronic and print communications, including websites, newsletters, print publications, press releases and presentations
  - o creation of content and increasing audience engagement on social media channels
- Oversee the planning, organization, and prioritization for client websites and all company web development projects. Work with key stakeholders to set the direction for future web needs and ensure content remains current and applications are functional
- Work with internal stakeholders to determine and coordinate effective marketing/communication strategies, content development and appropriate distribution channels needed to achieve client goals

#### **EDUCATION AND EXPERIENCE**

- Bachelor's degree from an accredited university with at least 5 years of professional experience in a related role
- Demonstrated experience successfully managing and coaching of marketing staff
- Demonstrated experience successfully utilizing data to make informed business decisions with quantifiable results
- Solid presentation skills
- Exceptional time and project management skills
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and manage multiple tasks simultaneously
- Demonstrated experience offering innovative approaches to business challenges
- Experience working within an association environment a plus



### **SOFTWARE SKILLS**

- CRM experience (Salesforce / Fonteva / Task Ray a plus)
- Email platforms software (Higher Logic a plus)
- Thorough knowledge of Google Analytics
- Graphic design applications (Canva, InDesign, Photoshop a plus)
- Ability to learn new mass communication platforms and communicate with them effectively
- Photography and / or videography skills a plus
- Proficiency in Microsoft Office 365 suite, including Outlook, Excel, PowerPoint, Word, Teams, etc.

### **COMMUNICATION AND CRITICAL THINKING SKILLS**

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

### **EXPECTED TRAVEL**

15%

### **EQUAL EMPLOYMENT OPPORTUNITY**

CGi is an equal opportunity employer and values diversity. All employment is decided based on qualifications, merit and business need.

