



Marketing Manager

The National School Public Relations Association (NSPRA) in Rockville, Md., seeks an experienced and versatile Marketing Manager to provide marketing leadership and project management to ensure successful marketing of NSPRA's membership, events, programs, services and products. Under the direction of the Executive Director, the position is responsible for the development and implementation of multi-channel marketing strategies, plans and budgets to ensure organizational goals are met for membership, event attendance and product and service sales. The ideal candidate has experience collaborating with stakeholders and developing/executing successful marketing campaigns, preferably for an association.

Major responsibilities

- Establish positioning, identify target markets, and develop comprehensive marketing plans to promote NSPRA membership, events, services and products to include print, digital, web and social media outreach.
- Ensure all marketing plans propel NSPRA to a more influential brand identity.
- Set marketing goals for campaigns and evaluate success in reaching goals.
- Align marketing efforts with the association's strategic plan, especially as it relates to membership goals, including creating and implementing a membership growth plan.
- Develop and monitor marketing budgets for membership, events, programs, services and products.
- Synthesize and analyze membership and sales data to inform marketing strategy.
- Create and implement NSPRA's digital marketing strategy to deliver on the association's mission.
- Execute and manage marketing and membership email campaigns via communication and marketing email automation platform.
- Write and publish NSPRA social media posts related to marketing membership, events, programs, services and products.
- Update NSPRA website as needed with new content aligned with marketing strategy.
- Coordinate logistics and marketing outreach for communication audit and communication review services, including client interface, in collaboration with associate director.
- Scan the environment for opportunities to innovate and create new membership benefits, events, programs, services and products.
- Create and annually update the comprehensive association strategic communication/marketing plan.

Knowledge, Skills and Abilities

- Excellent promotional writing, editing and proofreading skills for print, digital, web and social media.
- Excellent oral and written communication skills to interact effectively with both internal and external key stakeholders.
- Flair for creativity in marketing planning, promotion and outreach.
- Knowledge of digital marketing tools in carrying out day-to-day marketing activities.
- Must have a team-based approach to planning and ability to work collaboratively across staff roles to achieve goals.
- Ability to organize multiple tasks and develop realistic action plans while being sensitive to time constraints.
- Be self-directed and able to apply critical thinking skills to anticipate association, member and partner needs.

Education/Experience

- Bachelor's degree in marketing or communication preferred or equivalent experience.
- Five to seven years of work experience in a marketing-related position, preferably in an association setting.
- Experience in creating and implementing successful marketing campaigns resulting in increased sales of services, products and/or membership.
- Experience with email marketing automation platforms. Specific experience with Higher Logic Communications Professional is a plus.
- Knowledge of K-12 public school systems and/or school communication profession is a plus.

NSPRA offers:

- Collegial and caring team environment
- Competitive salary of \$85,000
- Flexible work arrangements for teleworking one day/week
- Medical, dental and vision insurance (majority of cost paid by NSPRA)
- 401(K) with association contribution after three months
- Vacation and 11 paid holidays

This position requires travel to NSPRA's annual National Seminar every July (approximately seven days). Please submit a cover letter and resume to jobopp@nspra.org by Friday, May 28.