

(Position Posting)**Marketing Manager**

NAEYC is seeking an experienced Marketing Manager in our Marketing & Communications Department to provide strategy for and assist with developing and evaluating marketing campaigns for NAEYC programs, products, events and services.

Responsibilities

The Manager will be responsible for maintaining a portfolio of 4-5 program areas and he or she will work collaboratively with other departments to plan and implement strategic marketing and communications campaigns to engage target audiences, foster greater visibility for programs and NAEYC overall, and increase revenue opportunities. The Manager will ensure that projects and campaigns are implemented in a timely manner, within budget and that they meet established goals.

The successful candidate must be able to identify and compile outreach lists using database tools and mass marketing email platforms. The Manager will also conduct market research as needed to help inform the development of activities, programs and products. This position will work closely with the Marketing & Membership Director to oversee and implement social media strategies and activities. In addition, the Manager will help direct the work of the Marketing Coordinator and any interns.

Qualifications

BA or equivalent experience is required, 3-5 years of marketing experience and prior association experience is preferred. Must have excellent written and verbal communications skills and demonstrated project management skills. Some travel may be required.