

XXXX
JOB DESCRIPTION

Job Title: Director of Marketing and Communications
Department: Marketing
Reports to: President & CEO
FLSA Category: Exempt Position

SUMMARY: The Director of Marketing and Communications is responsible for four major functional areas/projects: 1) general marketing, communications and branding for the association/Foundation; 2) the creation, development, and maintenance of all association/Foundation publications; 3) oversight of the development and maintenance of the association's website and other electronic communications technology; and 4) handling or coordinating media relations for XXXX Inc. and the XXXX Foundation.

REQUIRED EXPERIENCE: Minimum of a Bachelors Degree in communications, marketing, journalism or public relations. Minimum of four years experience in the communications and marketing field, with a minimum of two years in the promotion of the cable and/or telecommunications industry and/or not-for-profit professional associations.

REQUISITE EDUCATION: Excellent verbal/written communications and computer skills are required. Some travel and public speaking will be required.

WORKING CONDITIONS: Some travel may be required. General office work environment.

SUPERVISES: Supervises Marketing & Communications Manager and all relevant vendors.

REPORTS TO: President & CEO

A. SPECIFIC RESPONSIBILITIES:

I. General Marketing and Communications

1. Create overall association/Foundation marketing, communications and branding strategy, including the creation of marketing plans and time lines.
2. Create marketing and communications strategy for XXXX programs, events, and initiatives.
3. Develop a targeted media relations plan for cable and telecommunications industry trades, select consumer publications and other media that helps powerfully communicate XXXX's vision and mission.

4. Develop and maintain relationships with industry and women's trade magazines and newspapers in order to best promote the associations.
5. Ensure the timely development of association/Foundation marketing and communication pieces, including press and photo releases, feature articles, scripts, editorials and promotion pieces.
6. Oversees preparation of staff and volunteers for interviews with the press, and all aspects of press conferences.
7. Create a strategy for premium sales, and maintain an appropriate inventory of XXXX premiums.
8. Ensure that the XXXX promotions booth reflects the association's professional image at all times.
9. Offer advice, consultation, and assistance to XXXX chapters regarding their marketing and communications strategy and products.
10. Successfully handle ongoing department budgetary duties as assigned.
11. Maintain a cooperative and close working relationship with staff, the XXXX chapter network, the Board of Directors, the Foundation Trustees, XXXX membership and volunteers.
12. Travel to special events, board meetings, and other programs as requested.
13. Perform other duties as assigned.

B. Publications

1. Newsletter: act as editor of the XXXX and Foundation newsletters (printed and electronic) and supervise all outside vendors/staff in its preparation.
2. Magazine: act as editor of the XXXX magazine and supervise all outside vendors/staff in its preparation.
3. Targeted newsletters: create strategy and ensure that newsletters targeted to different market segments are completed in a timely and professional basis.
4. Directory: act as editor of the XXXX directory and supervise all outside vendors/staff in its preparation.
5. Ad Sales: create ad sales strategy and appropriate policies that interface with the annual corporate sponsorship program

C. Website/Electronic Communications Technology

1. Create and maintain the XXXX website and ensure that the website promotes current and accurate XXXX information.
2. Plan for the appropriate training of staff on website technology.
3. Ensure the successful implementation of all electronic communications with members, directors, etc. by creating appropriate policies and procedures and ensuring adequate staff training.
4. Offer advice and consultation to XXXX chapters interested in developing websites and other electronic communications.
5. With the Director, Administration and Special Events, maintain an inventory of software and their applications and offer advice and training to staff on an as needed basis.

XXXX is an equal opportunity employer.

Signature: _____ Date: _____