

Communications & Marketing Manager

Team	Communications & Marketing
Position summary	The Communications & Marketing Manager develops and executes comprehensive communication and marketing strategies to amplify the mission and expand the reach of the Presentation Guild, in alignment with the association's purpose, vision, mission, and strategic priorities.
Key responsibilities	<ul style="list-style-type: none">• Lead the Communications & Marketing team, fostering a collaborative environment that encourages innovation and continuous improvement.• Set performance targets, regularly evaluating and providing feedback to team members to ensure the team meets its objectives.• Support the evolution of the team, encouraging informed decision making, collegial collaboration, and accountability.• Recruit and retain skilled volunteers to join the team and plan for future team leader succession. <p>Strategy and Implementation</p> <ul style="list-style-type: none">• Develop and update the strategic communication and marketing plan for the organization.• Ensure our communication supports the association's vision, mission, and value propositions, ensuring a unified voice in all our communication.• Create and oversee the distribution of regular communications, including newsletters, bulletins, and member updates.• Maintain responsibility for all communication and marketing initiatives. <p>Brand and Content Management</p> <ul style="list-style-type: none">• Oversee brand management to ensure consistent messaging and positioning across all channels and touchpoints.• Ensure our visual presence is consistent and professional, reflecting our brand.• Oversee the creation of high-quality, compelling content for various platforms, including the association's website, social media, newsletters, press releases, and marketing materials.• Collaborate with internal teams and external partners to generate content that resonates with the association's diverse membership base and other target audiences.• Ensure all content is aligned with the association's voice, tone, and brand guidelines. <p>Public Relations and Reputation Management</p>

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- Serve as the primary media contact, cultivating and maintaining relationships with key media outlets and journalists.
 - Develop and execute a proactive public relations strategy to enhance the association's public profile and reputation.
 - Prepare and distribute press releases, statements, and media kits to ensure positive coverage of the association's activities and initiatives.

Digital Marketing

- Lead the digital marketing strategy, including SEO, SEM, email marketing, and social media campaigns, to increase engagement and drive traffic to the association's digital platforms.
- Manage the association's social media presence, creating and curating content that drives engagement and fosters a sense of community among members.
- Monitor digital marketing performance and use analytics to optimize campaigns and achieve KPIs.

Events Promotion

- Ensure our membership and identified markets are informed about Guild events and news, in collaboration with the Events & Conferences team.
- Work with the Events lead to develop and execute marketing strategies for the association's events, including conferences, webinars, and workshops, to maximize attendance and participation.
- Work with event planning teams to ensure seamless integration of marketing efforts with event logistics.
- Create promotional materials and campaigns that highlight the value of the association's events to members and stakeholders.

Member Communications

- Find and implement new ways to grow the association's membership through online marketing, in collaboration with the Membership & Community team.
- Work with the Membership & Community lead to develop and manage communication strategies that effectively engage members and encourage participation in association activities.
- Gather and analyze member feedback to continuously improve communication strategies and member satisfaction.

Budgeting and Financial Oversight

- Develop and manage the Communications & Marketing team's budget, ensuring cost-effectiveness and alignment with the association's financial goals.
 - Identify opportunities for cost savings, sponsorships, and partnerships to support marketing initiatives.
 - Provide regular financial reports and updates to senior leadership on communications and marketing expenditures and ROI.
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Qualifications

- Experience in marketing and communications, with a proven track record in a leadership role.
- Is a strategic thinker with strong leadership skills, deep experience in marketing and communications, and a proven track record in driving successful campaigns in a leadership role
- Strong understanding of brand management, digital marketing, content strategy, and public relations.
- Proven experience in managing and executing successful marketing campaigns across multiple channels.
- Excellent writing, editing, and communication skills, with a strong attention to detail.
- Experience in media relations, including cultivating relationships with journalists and managing press outreach.
- Strong project management skills, with the ability to manage multiple projects and deadlines simultaneously.
- Proficiency in using marketing and communications tools, including content management systems (CMS), social media platforms, email marketing software, and analytics tools.
- Passionate about providing effective, meaningful, and satisfying solutions for presentation enthusiasts that will support them in their career and business journey.

Time commitment

- Occasionally attend board meetings on request to report team progress to the board of directors; meetings are held monthly.
 - Plan and lead monthly team meetings, plus weekly or biweekly recurring check-ins, cross-team, workgroup, and committee meetings as needed.
 - Work an average of 5-10 hours per week on organizational activities.
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