

Communications and Marketing Director

Team	Communications and Marketing
Position summary	The Communications and Marketing Director 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">• Leads the Communications and 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.• Develops and updates the strategic communication and marketing plan for the Presentation Guild.• Ensures our communication supports the organization's vision, mission, and value propositions, ensuring a unified voice in all our communication.• Oversee brand management to ensure consistent messaging and positioning across all channels and touchpoints.• Responsible for all communication and marketing initiatives.• Ensures 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.• Ensure all content is aligned with the association's voice, tone, and brand guidelines.• Collaborate with internal teams and external partners to generate content that resonates with the association's diverse membership base.• Finds and implements new ways to grow the association's membership through online marketing, in collaboration with the Membership and Community team.• Ensures our membership and identified market are informed about Guild events and news, in collaboration with the Events and Conferences team.• 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.• 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.• Develop and execute marketing strategies for the association's events, including conferences, webinars, and workshops, to maximize attendance and participation.• Collaborate 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.

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- Develop and manage communication strategies that effectively engage members and encourage participation in association activities.
 - Create and oversee the distribution of regular communications, including newsletters, bulletins, and member updates.
 - Gather and analyze member feedback to continuously improve communication strategies and member satisfaction.
 - Develop and manage the communications and marketing department'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.
 - Develop and manage the communications and 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.

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

- Attend monthly board meetings. A minimum of 75% attendance is required.
 - Plan and lead monthly team meetings, plus 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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