

Marketing Director

XYZ is seeking an individual who can lead the development and implementation of marketing and communication strategies and initiatives to promote membership growth, services, and products. For more information about XYZ, please visit XYZ.org

Primary responsibilities:

- Increase membership penetration;
- Develop and achieve successful marketing strategies, initiatives, and tactics for XYZ's services and products;
- Conduct research, analyze and interpret results, and use the information to develop new effective marketing strategies;
- Lead internal marketing team to ensure continued successful, timely results;
- Work collaboratively with team members and other staff.

Job Requirements

Education, training, experience:

The successful candidate should have:

- Proven success marketing services or other intangibles as well as products;
- Ability to analyze and interpret research and develop new effective strategies;
- Excellent project management experience;
- Effective communication (verbal, print, and online) skills;
- A familiarity with interactive communications and how a non-profit can use them to effectively communicate;
- Broad understanding of marketing;
- Ability to lead a team;
- Ability to manage multiple projects with competing deadlines;
- Ability to work more than 40 hours a week;
- Working knowledge of Microsoft Word, Excel, Outlook, PowerPoint, and a database application.