



## Marketing Manager

This position has primary responsibility for the marketing and promotion of PEI products, programs, events and services. The Marketing Manager works closely with all PEI staff to develop marketing campaigns to achieve participation and revenue goals for PEI. This position supports efforts to elevate the PEI brand, enhance member engagement, increase event attendance, and encourage cross-departmental collaboration. This is an exempt position. The responsibilities below are not intended to be an all-inclusive list of duties of the position. They are intended to describe the general nature of the job and are a reasonable representation of its activities.

### Marketing

- Develop and manage a comprehensive promotional plan that advances PEI initiatives and enhances PEI's reputation
- Maintain promotional calendars and manage the development and distribution of marketing materials promoting PEI events, products, sponsorships, strategic initiatives and membership benefits and services
- Write creative copy and develop marketing campaigns using multiple communication channels, including website, emails, newsletters, social media, mobile advertising and publications, consulting with other PEI staff members as appropriate
- Oversee and manage PEI's social media presence on all social media platforms
- Ensure usability and effective visual design of the PEI website
- Ensure marketing content on PEI website is current, accurate, informative and well-written, seeking input and updates from PEI staff members as needed
- Develop and manage marketing-related budgets
- Provide onsite support for PEI events as needed, including content creation for the PEI blog, live tweeting, event setup, and other responsibilities as assigned
- Maintain video and photo library for the association, including uploading and organizing event photos and videos
- Develop, research and identify strategic opportunities to engage new audiences and partners
- Track and analyze marketing e-mail campaigns, identify trends, and improve email effectiveness
- Supervise graphic designer and other associated vendors on the design of all marketing materials
- Develop and manage PEI surveys via online survey service; track results and submit summary of data to further PEI strategic goals and objectives
- Oversee publication, printing and distribution of the annual membership directory
- Manage PEI mobile app for events and ensure content is up-to-date and accurate
- Monitor current trends in social media, advertising, and other digital marketing avenues to implement best practices and maintain the organization's competitive edge
- Develop and manage vendor, consultant, freelancers, and other supplier relationships in support of marketing goals
- Work with Latin America Director to ensure that PEI programs, services and member benefits are accurately marketed in that region

### Annual Convention

- Create and execute marketing plan to promote the PEI Convention at the NACS Show in consultation with the Convention and Education Director
- Develop promotional materials, including programs, registration materials, presentations, videos and other associated branded collateral
- Manage onsite marketing efforts, including social media posts, mobile app notifications, real-time surveys and other efforts to enhance the attendee experience
- Manage event photography, including hiring photographer and developing shot list
- Assist with general staff duties as needed