



**Position Title:** Manager of Marketing

**Salary:** Open

**FLSA:** Exempt

**Report to:** Executive Vice President & Chief Staff Officer

## **DESCRIPTION**

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The Global Cold Chain Alliance (GCCA), a fast paced, growing trade association that serves the global temperature-controlled supply chain industry, is seeking a Manager of Marketing.

We are looking for deadline driven, proactive, self-motivated, team player, to join our global staff. In this role you will work with your colleagues as well as a third party marketing consulting firm to create and execute marketing campaigns for GCCA's various programs, services, and events. This ranges from creating and executing marketing plans, draft marketing messages (print, email, social), tracking results of your marketing efforts, as well as creating and maintaining the association's annual marketing calendar.

The ideal candidate to join our busy association will be an excellent writer and skilled in project management, they need to be able to establish and maintain effective, collaborative working relationships with other staff and leadership. Work well under pressure, meet deadlines while making sound decisions, and accommodate shifting priorities. As well as be a proactive, self-motivated, team player who is detail-oriented, and creative.

Note: We are currently working primarily remotely. At some point in 2021 we will return back to our offices in Arlington, Virginia (Crystal City).

## **RESPONSIBILITIES**

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### **Marketing and Communications**

- Develop and execute association marketing campaigns
- e-mail campaigns to various audiences within and outside of membership, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
- Coordinate development of marketing collateral for association programs and membership that align with association brand standards (i.e., promotional flyers, programs, etc.)
- Work closely with membership team to drive member prospecting activities via promotional campaigns and prospect outreach.
- Maintain content and production calendar, keeping up-to-date on all timelines.
- Design and edit graphics for web, social media, and print.
- Coordinate the publication of GCCA's e-newsletter, including writing articles and vetting member submissions.
- Track email analytics and report on impact and success; research and introduce innovative methods and outlets for member communications.

- Manage vendor relations and budgets for email provider, graphic designers, printers, signage companies, etc. Serves as liaison for outside vendors
- Primary administrator of content management system (CMS), currently Drupal.
- Work with staff to maintain association content strategy and web standards.
- Monitor and report regularly on website analytics.
- Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and association mission.
- Manage social media editorial calendar and post valuable, shareable content regularly, ensuring association is positioned as an industry leader online.

## QUALIFICATIONS

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- ✓ Bachelor's degree preferred
- ✓ At least 2 years' experience in marketing
- ✓ Highly driven and results-oriented
- ✓ Strong interpersonal skills and excellent customer service required
- ✓ Strong communication skills with an emphasis on writing
- ✓ Ability to manage multiple projects and meet deadlines
- ✓ Attention to detail
- ✓ Graphic design skills and experience with Adobe Creative Suite required
- ✓ Some knowledge of HTML, PHP and Java Script preferred
- ✓ Experience working with Content Management Systems, including Drupal preferred
- ✓ Knowledge or experience working with Email Solution Providers (i.e., Constant Contact, Magnet Mail)
- ✓ Familiarity with customer relationship management systems, specifically Abila netFORUM

GCCA offers a comprehensive benefits package including health insurance, dental insurance, life insurance, and matching 401(K) contribution. GCCA headquarters is located at 241 18<sup>th</sup> Street South, Suite 620, Arlington, VA. GCCA is an EEO employer.

*Interested candidates should submit a cover letter, salary requirements, and resume to [mcostello@gcca.org](mailto:mcostello@gcca.org). No calls please.*