

GREATER WASHINGTON BOARD OF TRADE

Position Description

MARKETING MANAGER

ABOUT THE ORGANIZATION: The Greater Washington Board of Trade is the premier regional business organization representing all industry sectors. Pro-business and non-partisan, the Board of Trade is shaping and advancing our regional economy over the long term, with a focus on improving connectivity and making better use of existing resources. The Board of Trade addresses business concerns that stretch across the District of Columbia, suburban Maryland and Northern Virginia, with a priority focus on building a skilled workforce, enhancing innovation, attracting investment and fostering regional collaboration. This work is backed by a diverse membership, sound research and more than 125 years of experience

REPORTS TO: Director, Strategic Programs

NATURE OF POSITION: Full-time. Exempt from overtime pay.

SUMMARY: The Marketing Manager will be responsible for the development of the Greater Washington Board of Trade's marketing and social media communication strategy. This role will work closely with the team to create marketing and social media campaigns to showcase the Board of Trade work and thought leadership. This role will be responsible for growing our social media and website presence, driving broader awareness and support for the organization. The role will work closely with our engagement team on member involvement and outreach.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Social Media
 - Develop and implement a social media strategy.
 - Content development for all social media platforms
 - Develop and implement a plan to increase social media followers.
 - Use social media platforms to showcase Board of Trade members and community partners.

- Program and Event Marketing
 - Work with event team to create and design all event marketing materials consistent with the Board of Trade look and mission.
 - Develop and implement marketing campaigns for all Board of Trade events to help position it for high and impactful attendance, revenue, and sponsorships.
 - Responsible for making sure all events are well marketed and attendance goals are achieved.

- Website
 - Responsible for website content and upkeep
 - Ensure that all areas of the website are current and maintain Board of Trade look and mission.
 - Work with team to re-vamp website as needed to reflect the work of the organization.

- Engagement
 - Work with engagement team on all member outreaches including billing letters, updates, and engagement campaigns.
 - Effectively communicate the value proposition to members and prospective members.

QUALIFICATIONS

- Minimum 2 years' experience in a communications position.

- Extensive successful writing and editing experience (externally focused) with a variety of print and online communications media.

- Demonstrated experience and leadership in managing and growing social media and marketing programs to advance an organization's mission and goals.

- Excellent graphic design capabilities.

- Creative, thoughtful, and cutting edge on how social media can be utilized.

- Innovative thinker, with a track record for translating strategic thinking into action plans and output.

- Self-reliant, good problem solver results oriented.
- Ability to make decisions in a changing environment and anticipate future needs.
- Excellent and persuasive communicator.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact operations.
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, Board of Directors, and staff.
- Ability to operate as an effective strategic thinker.
- Passion for Board of Trade's mission.

Please send resumes to Ashley Desing at ashleydesing@bot.org.