

Association of Governing Boards of Universities and Colleges  
Washington, D.C.

## **Marketing Director**

The Director of Marketing works as a strategic partner with internal departments to create and execute integrated marketing plans leveraging multi-media formats to achieve business goals for membership recruitment and retention, consulting services, events, and content. The position oversees a marketing manager and external design agencies, consultants, and vendors, and works collaboratively with the web and digital strategies team for execution of marketing plans via digital channels. The position reports to the Vice President of Marketing & Strategic Communications.

### **Responsibilities**

- Work with the Vice President, Marketing & Strategic Communications to ensure alignment of marketing plans and tactics with overarching association goals and strategies.
- Direct and coordinate the development and execution of successful marketing, lead generation, and engagement strategies for membership, events, services, and content to meet or exceed business goals.
- Develop short- and long-term plans and budgets for marketing and communications, monitor budgets, assure adherence to quality standards, measure effectiveness of plans and key performance indicators, and evaluate ROI.
- Collaborate with the director of web and digital strategies to ensure alignment of website positioning with marketing strategy and email and social media communications delivery.
- Review the work of designers, writers, printers, and other vendors to ensure consistency, quality, brand adherence, and effectiveness of marketing communications.
- Manage and coordinate advertising placements in the association's magazine
- Collaborate with the Vice President, Marketing & Strategic Communications to continually improve the effectiveness of communications and to strengthen outreach to new markets and audiences.
- Keep the Marketing and Communications team informed of developments and professional knowledge that advances the work of the team.
- Provide marketing assets for and support and attend the association's annual conferences.
- Provide marketing support for the association's convenings and roundtable events.
- Provide reports for board, leadership, and marketing team meetings.
- Other duties, as assigned

### **Qualifications**

- Bachelor's degree in marketing or communications. Graduate degree in business, marketing, or communications a plus.
- Minimum of 10 years of integrated marketing experience leveraging multi-media formats and consistent with the quality and substance of the association's marketing communications.

- Demonstrated history of successful management of full-service marketing consulting vendors.
- Ability to manage and oversee direct reports; empowering them to achieve marketing goals and to strive for continual improvement.
- Ability to plan, lead, supervise, and implement major projects.
- Successful experience in developing and managing budgets.
- Exceptional oral and written communication skills, strong business writing and marketing writing skills, attention to detail, and interpersonal and organizational skills. Experience writing for a wide range of media, including email, direct mail, social, and web is important.
- Excellent strategic, creative, project management and analytical skills.
- Prior experience developing, overseeing the design and production of print materials, publications, and direct mail campaigns.
- Ability to manage multiple and changing priorities across departments and to communicate competing priorities to various department heads.
- Highly engaged and productive professional able to work effectively independently and in a team-oriented environment.
- Demonstrated ability to work well under pressure, adjust to changing deadlines and priorities, and meet deadlines.
- Strong client service skills to work across association's departments.
- Proficient with MS Office applications.
- Availability for occasional travel.
- Self-starter and continual learner with high degree of interest in higher education.

### **Desired Experience**

- Prior applicable experience working in the higher education sector, governance, or a membership organization/association is a plus.

This position description does not cover or contain a full list of duties or responsibilities that are required of the incumbent in this role. Duties, responsibilities, and activities may change at any time with or without notice.

AGB is an equal opportunity employer and qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

AGB offers a competitive salary along with great benefits that include medical and dental insurance, generous retirement plan, paid time off as well as remote work.

**To apply:** Applicants should email letter of interest that describes experience relative to the position, include your salary requirements, along with resume to [employment@agb.org](mailto:employment@agb.org). No phone calls, please.