

Position Announcement
(April 23, 2025)

MARKETING MANAGER

Reports to Nancy Steelberg, Marketing Director

***Pay Grade: 3 / Job Level: Professional 1**

Grade Minimum (\$60,000) Grade Midpoint (\$75,000) Grade Maximum (\$90,000)

**Compensation will be determined based on relevant experience, the annual compensation budget, and the overall pay philosophy and practices of AGB.*

The Association of Governing Boards of Universities and Colleges (AGB) has a career opportunity for a Marketing Manager.

The Scope

Reporting to the Marketing Director, the Marketing Manager is AGB's in-house traffic controller and copywriting lead, ensuring that marketing projects run smoothly, campaigns launch on time, and AGB's voice comes through clearly across all channels. The Marketing Manager serves as the hub, connecting internal stakeholders, timelines, and creative workflows, while writing and editing marketing content including emails, social posts, and event promotions.

The incumbent must have expert-level mastery of the Microsoft Office Suite and hands-on experience using Trello, Jira, Wrike or other project management tools. This is a next-step opportunity for a rising professional with a passion for marketing operations, a strong writing and editing acumen, and the ability to use digital tools and expertise to support AGB's marketing initiatives.

The Duties

(The duties and responsibilities listed are only a summary of the typical functions of the job and not an exhaustive or comprehensive list of all possible responsibilities, tasks, and duties. Employees must be able to perform the essential duties of the position with or without reasonable accommodations).

- Serves as the central point of coordination for marketing projects (e.g., campaigns, events, consulting services, and digital initiatives).
- Manages the marketing calendar, content timelines, and production workflow across email, social, web, and other marketing channels.
- Leads review and approval processes to keep campaigns on schedule and on brand.
- Coordinates partner marketing initiatives for AGB's business partners, including AGB OnBoard and AGB Search, ensuring deliverables are met and relationships are supported.
- Writes and edits marketing copy for emails, social media, event promotions, and web updates that inform, persuade, and engage AGB's core audiences.

- Supports consistent brand voice and messaging across channels.
- Leads marketing support for events, including leadership of onsite branding and presence at major AGB events.
- Works with the marketing team to track campaign deadlines and delivery milestones; assists in reporting on performance metrics.
- Supervises vendors, designers, and freelancers as needed.

The Requirements

- Bachelor's degree in a relevant field.
- Three to five years marketing or communications experience, preferably in an association, nonprofit, higher education, or agency setting.
- Excellent project management and organizational skills with the ability to manage multiple priorities, deadlines, and stakeholders.
- Experience working with digital marketing systems, project management, and social media tools.
- Exceptional writing, editing, oral communication skills.
- Experience working with digital marketing platforms such as HubSpot, WordPress, email marketing systems, project management tools, and social media tools.
- Collaborative, positive, and adaptable mindset with a strong sense of ownership and accountability.
- Experience managing creative resources and external vendors.
- Must be a collaborative team player with a positive presence and excellent interpersonal communication skills.
- Familiarity with higher education, governance, or membership organizations is a definite plus.
- Requires limited travel (two or three meetings per year) to location within and outside of the Washington DC area.

The Organization

At the Association of Governing Boards of Universities and Colleges (AGB), we believe in the power of higher education to transform lives, strengthen inclusive democracy, and support a thriving society. We believe that strong higher education starts with great governing boards. AGB provides advocacy, leading practices, educational resources, expert support, and renowned programs that advance board excellence for 40,000 AGB members from more than 2,000 institutions and foundations. For more than 100 years, AGB has been the trusted authority for board members, chief executives, board professionals, and key administrators on higher education governance and leadership. Learn more at AGB.org.

AGB is a hybrid workplace. Employees are expected to spend a minimum of two (2) days per week in our headquarter office in downtown Washington D.C. Applicants should reside in the District of Columbia, Virginia, or Maryland and within a reasonable commuting distance to downtown Washington D.C.

Equal Opportunity Employer

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.

In compliance with the Americans with Disabilities Act (ADA), the following is provided: The position involves skill in using a computer and/or laptop; oral and written communication skills; skills in proofreading and editing; use of clear and articulate speech; interpersonal relations skills; reasoning and problem solving skills; ability to work in a fast-paced environment; ability to sit for long periods, stoop, bend, reach and carry light materials (up to 10 lbs.); and ability to travel by various methods of transportation (e.g., airplane, car).

AGB and AGB Search employees who meet the qualifications outlined above are encouraged to apply. AGB and AGB Search employees are required to inform your current manager of your intention to apply. Submit a cover letter and recent resume to Larry L. Robertson, SVP, and Chief People officer.

Referrals are welcome and will receive priority consideration. Please advise colleagues in your professional network to send their application materials (resume and cover letter including your name) to:

Larry L. Robertson
SVP, Chief People Officer
LRobertson@agb.org