

TITLE: Marketing Manager

LOCATION: NHQ, Chicago IL

DEPT: Marketing & Development

DATE POSTED: November 21, 2011

REPORTS TO: Director, Marketing & Development

Company Overview:

The National Black MBA Association's (NBMBA) mission is to lead in the creation of educational opportunities and economic growth for African Americans. One of its primary services is the continuous delivery of unparalleled professional development opportunities. We also hold the world's largest African American Career Fair, for employment opportunities partnering with fortune 500 companies, to leverage the opportunity to engage a diverse workforce.

The NBMBA tagline "Empowering Visionaries" exemplifies the drive and determination to be the best service-provider to the more than 350 corporate and educational partners. The membership of NBMBA represents households with incomes from \$50K – to more than \$200K across 44 National Chapters and 27 Collegiate Chapters.

The National Black MBA Association is a great place to work embracing the efficiencies of advanced technology, innovative products and unlimited opportunity. With more than 100,000 MBA's around the world, the opportunity for growth is phenomenal. This is a tremendous opportunity for a self-motivated professional looking for a challenge and ready for change. Join a winning team and discover what National Black MBA Association has to offer.

JOB SUMMARY

The Marketing Manager is responsible for the development and execution of marketing plans for the organization's products and services. The position also is responsible for measuring and monitoring the effectiveness of marketing initiatives, and continuously improving the application of marketing strategies and tactics.

RESPONSIBILITIES:

- Develop and execute marketing plans for all product and service lines.
- Contribute to the creation and management of a master plan that coordinates and aligns each of the various marketing initiatives across the organization.
- Work collaboratively with product owners to develop marketing plans and budgets that will meet or exceed targeted sales and revenues.
- Oversee marketing budgets as assigned and make recommendations for necessary corrections, contingency marketing, or other changes.
- Utilize metrics to track the impact of marketing programs on revenue and other targets established by the organization. Work collaboratively with Marketing and Membership Specialist to ensure a performance driven marketing effort.
- Manage the organization's brand and its use in order to maintain a consistent and purposeful image throughout all product lines, promotional materials and events.
- Identify, select and manage external suppliers, negotiate terms, and monitor their effectiveness.
- Manage various aspects of marketing strategy
 - Rebranding effort
 - Creative work for printed and electronic materials
 - Social media platforms and website maintenance
- Provide support to sales team for meetings, trade shows, etc.
- Maintain communication channel for all customers segments (industrial, foodservice, and retail)
- Implement a competitive insight program to aid in the development of future strategies

REQUIREMENTS:

A Four-year degree from an accredited institution plus three to five years of relevant business experience

Special Traits, Characteristics, and Requirements:

- Work cross-functionally and in teams
- Problem Resolution/Reasoning
- Self-motivated, pro-active
- Prioritization/ multi-tasking; time management
- Interpersonal skills – persuasion and influence
- Listening & Negotiation skills
- General Business & Industry Knowledge: general knowledge of marketing/business, non-profit industry (useful but not required)
- Marketing Knowledge: Development of marketing plans/calendar, development of direct mail marketing efforts, understand portfolio of marketing tools – suitability, fit to achieve business objectives (advertising, PR, sponsorships, promotions); familiar with process to develop and implement advertising, integrated marketing programs
- Understand marketing plans, financial goals, objectives for lines of business and districts.
- Familiar with basic concepts of customer satisfaction, service delivery, etc.
- High proficiency in developing marketing plans
- High proficiency in developing direct marketing campaigns
- Proven ability to deliver all projects on time and within budget
- High proficiency in project management/ project planning
- Develop integrated marketing plans with goals and metrics
- Under direction of manager, gather and prepare data for analysis and interpretation
- Under direction of manager assist with analysis and interpretation of marketing plan results

Computer Skills:

Knowledge of word processing, spreadsheet, email, and database software required; Extreme fluency in MS Office Professional (PowerPoint, Word, Excel, and Outlook) and the Internet are required.

Communication Skills:

Oral and Written Communication Skills : writing memos/documents, developing copy for flyers, posters, brochures, letters; skilled in both group and one-to one communication

NBMBAA offers a competitive industry compensation and benefits package. For consideration please send your resume to:

National Black MBA Association Inc.

Attn: Human Resources Dept

180 N. Michigan Ave., Suite 1400

Chicago, IL 60601

or

Email: hr@nbmbaa.org

Fax: (312) 580-8724