

International Association for Continuing Education and Training

Job Title: Manager, Marketing and Communications

Position Description

Organization Overview: The International Association for Continuing Education and Training (IACET) is a 501(c)(3) non-profit organization, which accredits training providers and offers individual memberships on an international basis. The Association's mission is to advance the global workforce by providing the standard framework for quality learning and development through accreditation.

Job Overview: The Manager, Marketing and Communications oversees branding and business development initiatives for IACET. This position will assist in increasing the number of memberships and Accredited Providers by developing and implementing various marketing and communication tactics, including promotional campaigns, corporate sponsorships, product positioning, and performing other collateral duties and special projects to support the organizational mission.

Responsibilities and Duties:

- Develop and implement annual marketing plan, including conference and trade show participation
- Work with all staff to communicate benefits of becoming an Accredited Provider and Member and showing the value of existing and new programs
- Develop, justify and manage annual marketing budget; develop ROI analysis
- Develop recommendations for association branding and messaging tactics
- Write and edit for a wide range of activities and vehicles including print and electronic marketing pieces, website, newsletters and social media
- Serve as marketing & communications team liaison to other departments & staff regarding organizational marketing initiatives
- Serve as liaison with outside vendors and consultants regarding creative, marketing and social media services as it relates to the current member programs and initiatives
- Write monthly reports regarding program success and necessary course adjustments
- Manage conference participation through exhibits
- Perform other duties as assigned

Supervisory Responsibilities: This position will supervise the Coordinator of Accredited Provider and Member Services.

Qualifications Required education level: Bachelor's degree (Marketing or Business major preferred)

Desired Experience and Specialized Knowledge:

- Experience developing and justifying marketing plans and supporting budgets
- Experience developing marketing communications and social media campaigns
- Experience developing proposals and responding to RFPs
- Experience developing cost-benefits
- Experience delivering presentations to the public
- Experience managing staff

Location: Washington, DC metro area or remote

Work environment: Office or remote

Travel: Overnight travel may be required to attend meetings, conferences or training events (12-15 nights/year). Some international travel may be required.

Classification: Exempt

Salary range: \$56-\$71,000