



Director of Marketing and Communications

Reports To	VP, Sales and Marketing
FLSA	Exempt - Full Time
City/State	Little Rock, AR or Nashville, TN
Description	GENERAL DESCRIPTION OF POSITION

The Director of Marketing and Communications will further the mission of CGi and our clients by providing the strategic leadership, direction, and management for marketing, communications, and public relations. The Director ensures strategies are created and successfully implemented to build annual revenue as well as maintain our relationships, brand, events, and communications.

Requirements	ESSENTIAL DUTIES AND RESPONSIBILITIES
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- Develop and implement an integrated annual strategic marketing and communications plan(s) to support CGi client missions, goals, objectives and marketing strategies that positions us as an innovator and thought leader in our industry
- Manage organization-wide brand strategy in all printed and electronic communications, including refining and tracking brand success metrics
- Ensure top performance of the marketing and communication team through hiring, training, developing, coaching, managing and leading the staff
- Develop staff insight and ownership of continual enhancements to our resources, collateral and publications – content, images, and cross promotion
- Participate in organization-wide problem solving and decision-making as a member of the leadership team
- Manage, or execute as needed:
 - all copy, creative, print and communication intended for public consumption to ensure its alignment with CGi client strategic communications plan
 - development of electronic and print communications, including ACMA's website, weekly e-newsletter, bi-monthly print publication, press releases and presentations
 - creation of content and increasing audience engagement on ACMA's social media channels
- Ensure all activities/campaigns are deployed through a structured promotion plan and add them to the annual marketing and communication portfolio
- Create communication, marketing and branding policies/standards and ensure compliance
- Continually research the most effective distribution channels for all promotions and communications



- Correlate known industry topics (evidenced in learning link, news, national publications, etc.) to the content delivered through our distribution channels (conference session topics, social media, publication articles, etc.)
- Share responsibility for strategic integration of activities within and between the Marketing and Communication department and all other departments
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections
- Work with internal stakeholders to determine and coordinate effective marketing/communication strategies, content development and appropriate distribution channels needed to achieve client goals
- Capture activities, events, and opportunities with high quality photography and videography as needed
- Assist in opportunities to add additional value to other internal department and external client initiatives
- Maintain awareness of industry trends, standards, advancements and influence change/improvements
- Monitors, measures, evaluates, and reports marketing activities and results on an ongoing basis. Establishes benchmarks, develops supporting reports, and communicates results

EDUCATION AND EXPERIENCE

- Bachelor's degree in marketing, business administration or communications from an accredited university
- Proven experience in a Marketing leadership role
- Highly organized and detail-oriented, flexible and collaborative with an ability to prioritize and manage multiple tasks simultaneously
- Strong copywriting skills
- Up to speed with current and online marketing techniques and best practices
- Thorough knowledge of web analytics (i.e. Google Analytics) and Google AdWords
- Excellent written and oral communication skills, and positive, can-do attitude

SOFTWARE SKILLS REQUIRED

- Proficiency in Microsoft Office suite, including Excel, PowerPoint, Word and Outlook
- Intermediate: Contact Management and Database
- Graphic design applications (InDesign, Photoshop) a plus
- Knowledge of CRM and Marketing software a plus
- Ability to learn new mass communication platforms and communicate with them effectively

**COMMUNICATION AND CRITICAL THINKING SKILLS**

Ability to read, analyze, and understand general business/company related articles and professional journals; Ability to speak effectively before groups of customers or employees. Ability to solve practical problems and deal with a variety of known variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, or diagram formats.

EXPECTED TRAVEL

10%