**Director of Marketing**

**Job Description**

**Department:** NARAP Marketing and Communications

**Reports To:** NARAP Chief Operating Officer

**General Description**

Volunteer position responsible for planning and directing The National Alliance of Research Associates Programs (NARAP) marketing and public relations energies to mold and maintain a favorable public image. Ensuring that the message being sent is consistent with the overall image that has been cultivated for the company.

**Responsibilities**

* Create, maintain and uphold standardized marketing practices and procedures.
* Develop annual marketing and service plan in support of organizational strategy and objectives.
* Create specific advertising and PR plans to achieve organizational goals and objectives.
* Plan marketing-related projects and manage external marketing partners and vendors.
* Increase organizational awareness through marketing initiatives utilizing and analyzing data and estimating demand for services by identifying potential markets and devising plans to deliver appropriate message.
* Maintain organization brand and devising brand strategies.
* Sponsoring corporate events that will put NARAP into the industry's (and public's) focus in a favorable light.
* Writing and distributing press releases.
* Responsible for researching trends in the economy or political sphere that may affect NARAP and making recommendations to position the company in relation to these changes.
* In charge of fielding media questions and responding to queries from the public.
* Develop relationships with those members of the media that cover NARAP, as well as the audiences NARAP wants to address.
* Lead in the development and implementation of advertising and marketing campaigns and materials.
* Actively promote NARAP through all forms of media and press.
* Ensure marketing communications are coordinated, support marketing plan objectives and meet organizational expenditure requirements.
* Provide marketing leadership in the development of joint ventures, affiliations and partnership arrangements.
* Provide leadership and support for the design, development and implementation of marketing products and services.
* Oversee and direct market research, competitor analyses and customer service and retention monitoring processes and initiatives.
* Build, develop and manage Marketing and Corporate Research Team to carry out needed marketing and service strategies.
* Manage marketing services department, including development and distribution of all marketing materials.

**Skills and Experience**

* Executive leadership skills
* Ability to interact with executives
* Ability to manage complex
* Competent writer and communicator
* Social media expertise
* Organized and motivated

**Education**

A Bachelor’s degree or Master’s Degree in Marketing and/or Communications with comparable work experience leading a for-profit or not-for-profit marketing organization.

**NARAP is an equal opportunity employer and is committed to the belief that each individual**

**is entitled to equal employment opportunity.**

Chief Marketing Officer continued…