



# Association Marketing Manager

*Job Description as of May 22, 2014*

## Job Overview

In accordance with NFPA policies and procedures, the **Association Marketing Manager**:

- Executes and supports the marketing strategy and activities of the association as a whole
- Monitors and improves NFPA's use of social media to better meet association marketing objectives
- Helps NFPA build online relationships with members and other stakeholders

## Reporting Structure

The **Association Marketing Manager** reports to the Director of Membership and Communications.

## Essential Job Functions

Include the following. Other duties may be assigned by the Chief Executive Officer (CEO) or the Director of Membership and Communications.

- **Executes and supports the marketing strategy and activities of the association as a whole**
  - Works across the organization with NFPA staff responsible for membership and member programs/services to develop print, email and web-based promotions that support of the association's marketing strategy.
  - Works with outside vendors as needed to develop graphical material and images for print, email and web-based promotions.
  - Works with outside vendors as needed to develop promotional videos.
  - Coordinates dissemination of marketing communications with NFPA's Communications Manager and other staff as appropriate.
- **Monitors and improves NFPA's use of social media to better meet association marketing objectives**
  - Identifies and recommends social media platforms and web-support tools to more effectively and efficiently achieve the marketing objectives of the association.
  - Develops social media campaigns to achieve association marketing objectives.
  - Defines and tracks performance metrics for social marketing campaigns and outposts.
  - Administers NFPA's social media outposts (Twitter, LinkedIn, etc.) and leverages them effectively for dissemination of content and relationship building with key stakeholders.
  - Works with NFPA staff and members to identify and implement opportunities to employ social media to promote NFPA and its products and services.
- **Helps NFPA build online relationships with members and other stakeholders**
  - Possesses a broad knowledge and understanding of NFPA members and their social media expectations and the social media capabilities of their companies.
  - Tracks and connects with the social media outposts of member companies and personnel.
  - Monitors external blogs and social networking sites for relevant content and facilitate NFPA's participation in conversations when appropriate.
  - Builds relationships with online social influencers.
  - Supports online communities for key stakeholders, each anchored to a live NFPA event.

- Develops and encourages use of NFPA social media outposts and tools to enhance member's experiences at conferences and events.
- Coordinate NFPA's and NFPA staff's use of social media to forge connections with NFPA members and build brand loyalty with the association.
- **Other**
  - Answer incoming telephone calls on general line, and transferred calls to "operator" as needed.

## Specific Knowledge and Skill Sets

The requirements described here are representative of the knowledge, skills, and/or abilities that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Social Media Skills**
  - Proven ability to use social networking software and websites in a business setting.
  - Expertise in content strategy specific to different social media sites.
  - Ability to track social media metrics and report on key performance indicators, using knowledge of Google Analytics and other tools.
  - Blogging experience.
  - Ability to update and modify websites and webpages in a Wordpress environment, including properly formatting existing pages with both text and graphical content.
- **Language Skills**
  - Ability to read, analyze, and interpret government regulations, technical journals, legal documents, financial reports, business periodicals and operating instructions.
  - Ability to effectively communicate with NFPA members, members of the business community, public groups, vendors, customers and other NFPA employees.
  - Ability to write and prepare educational materials, marketing materials, business correspondence, activity reports, and instruction manuals.
  - Ability to write for social media sites in accordance with the particular culture of each site.
- **Mathematical Skills**
  - Ability to work with, and understand, calculations and formulas typically used for general business, financial and economic statistics, such as calculations and methods for weighting, establishing trends and correlations.
  - Ability to compute and apply interest, discounts, commissions, fractions, percentages, ratios and proportions to practical situations.
  - Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- **Computer Skills**
  - Ability to use Windows PC computer platform.
  - Ability to work with peripherals such as printers, scanners, digital cameras and projectors.
  - Ability to use general Microsoft Office software, i.e., Word, Excel, PowerPoint.
  - Ability to understand basic database layout and functions (e.g., cVent registration software).
  - Ability to use general functions of Wordpress/Buddypress to update and modify existing websites, webpages and blogs
- **Other**
  - Knowledge of other cultures and an ability to work with people from a variety of countries and backgrounds.
  - Ability to operate a variety of standard business machines, such as a keyboard, calculator, telephone, FAX, photocopier, etc.
  - Accurate typing skills.

## General Expectations

All NFPA employees are expected to:

- Lead the organization in creating new value for the members.
- Demonstrate enthusiasm about growing as individuals and about growing the organization.
- Act with honesty and professionalism in all relationships.
- Work together to deliver exceptional service.
- Perform each of their essential job functions satisfactorily.
- Maintain competency in their specific knowledge and skill sets.
- Utilize proven communication, organizational, and critical thinking skills.
- Consistently produce high-quality work within deadlines.
- Remain current with business technology and changes in the fluid power industry.

## Education and Experience

Requires a bachelor's degree in a job related major and three to five years of related experience; or other equivalent combination of education and experience.

## Certificates, Licenses and Registrations

Requires a valid driver's license and passport.

## Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Ability to sit, stand and walk.
- Ability to reach with hands and arms, stoop, kneel, crouch, and crawl.
- Ability to communicate and study by seeing, hearing, talking, and by using a computer and telephone.  
Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Ability to lift and/or move up to 25 pounds.

## Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee is occasionally exposed to outside weather conditions and risk of electrical shock.
- The employee occasionally performs work-related national and international travel.
- The employee is occasionally required to work evenings and weekends.
- The noise level in the work environment is usually moderate.

Supervisor Approval: \_\_\_\_\_ Date: \_\_\_\_\_

Employee Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_