



MADISON AREA BUILDERS ASSOCIATION

Position: Manager, Marketing

Reports to: Executive Director

Status: Full time, exempt

The Madison Area Builders Association seeks a strategic, creative and motivated marketing manager to join our organization. In this position, you will oversee all marketing channels for the organization, including social/digital, the Right Angle magazine, e-newsletters, event and event marketing in support of growing the organization's membership and event revenue streams.

Duties & Responsibilities

Marketing: 45%

- Develop and maintain a comprehensive marketing strategy for the organization
- Plan, create and oversee all aspects of Right Angle magazine to include ad sales vendor management, graphic design, content and print production (7 issues annually)
- Manage vendors and support production of annual membership directory
- Manage all association marketing channels, creating new channels where necessary (Facebook, Instagram, e-newsletters, mail, blog, etc.)
- Work with association volunteers and staff to develop and implement strategies to grow association membership
- Create materials and promotions to support organizational objectives

Association Events: 30%

- Manage all aspects of organization's annual golf outing
- Develop and maintain a comprehensive event and education strategy for member engagement and growth
- Manage all association member facing events including material production in support of event
- Develop materials to support sponsorship sales and lead sponsorship solicitation

Parade of Homes: 15%

- Manage all aspects of event marketing, including vendor management
- Manage vendors and support production of Parade of Homes Plan Book
- Attend Parade of Homes Committee meetings and serve as a point of contact for members
- Create, design and produce all event related signage
- Develop materials to support sponsorship sales and assist in sponsorship solicitation
- Provide on the ground event support for the duration of the Parade of Homes

Other Duties as Assigned: 10%

Qualifications

- Degree in marketing, business or other related field
- 3+ years experience in marketing and event management
- 3+ years experience in Adobe Illustrator or other relevant design experience
- Familiarity with membership organizations
- Proven track record of success in revenue generation
- Experience in budget and vendor management
- Proven experience in content development
- Ability to multi-task and make sound business decisions
- Valid Driver's License and transportation
- Ability to work nights and weekends to meet MABA event needs