

JOB DESCRIPTION

Title: Marketing Coordinator
Person:
Supervisor: Vice President, Marketing
Status: Non-Exempt, Salaried (40 hours a week)
Purpose: Responsible for creating, managing and delivering marketing programs to support the growth and expansion of WIB activities.

Supervisory Role: None

RESPONSIBILITIES INCLUDE:

Marketing Project Management

- ◆ Work with VP, Marketing to determine marketing communications needs for WIB with a strong focus on meetings-related events
- ◆ Help develop and communicate meetings objective, message, theme, program agenda, promotions and other supporting statements working with the VP, Marketing and appropriate Conference Manager(s)
- ◆ Administer and manage email announcements through web-based systems, including writing of emails and culling of target lists
- ◆ Coordinate print and direct marketing timelines and deadlines for production by working with key team members across departments including Meetings and Membership
- ◆ Maintain marketing calendars and project schedule for WIB marketing activities
- ◆ Work with Marketing & Communications Associate to pull, edit and maintain target lists for use in all marketing campaigns

Marketing Support

- ◆ Monitor and prepare in-house inventory of printed collateral including ensuring that all staff are given and lobby displays contain current brochures
- ◆ Provide support to AVP, Communications in the creation of basic meetings brochures and updating of more complex brochures
- ◆ Provide support to AVP, Communications in updating web pages
- ◆ Manage the selection and development of corporate branded items such as giveaways and co-sponsored items
- ◆ Prepare marketing materials for promotional use at all meetings
- ◆ General administrative duties to support all marketing related activities and departmental responsibilities

Marketing Support for Membership Recruitment & Retention

- Assists Vice President, Member Relations and VP, Marketing in implementation of membership retention and recruitment programs for banks, associate members and Circle Club members including managing distribution of dues invoices.
- Works with Marketing & Communications Associate to follow-up on unpaid renewals for bank and associate members.
- Identifies non-member participation in WIB Conferences and meetings and prepares materials for registration packets to encourage membership
- Works with VP, Marketing to devise and implement other recruitment and/or renewal activities including but not limited to the development and management of membership marketing collateral

JOB DESCRIPTION – **Marketing Coordinator**

Page 2

Job Bank *(not currently active, only appropriate if re-activated)*

- Manages WIB Job Bank's relationship with third-party vendor
- Maintains and updates WIB database records of member usage of Job Bank
- Acts as principal staff contact for information requests about Job Bank.