



Position Description:

Title: Marketing Director
Supervisor's Title: Sr. Director, Marketing and Strategic Partnerships
Supervisor's Name:
Department: Communications, Marketing, & Creative
FLSA Status: Exempt
Revision Date: July 2025

Job Summary *(In just a few sentences, describe the purpose of this position):*

- Responsible for the development and execution of marketing, advertising, and promotional activities that drive greater member engagement and contribute to the growth of CAI while enhancing its brand. Serving as the team leader and department liaison for CAI's marketing strategy for the following departments: membership and recruiting, chapter relations, education, events, advocacy and government and public affairs.

Primary Duties *(Describe, in order of most critical first, the major job responsibilities for which the incumbent will be held accountable):*

- Collaborate across departments—including membership and recruiting, chapter relations, education, and events—to lead the planning, execution, and evaluation of integrated short- and long-term strategic marketing initiatives. These efforts will promote programs, products, and services; support member recruitment, retention, and engagement; and enhance overall brand visibility and awareness.
- Create and manage specialized marketing campaigns using data-driven research through Google Analytics and other reporting technologies to alter strategies across various platforms, while optimizing campaigns' successes to align with organizational goals, priorities, and objectives.
- Direct and manage CAI's email marketing campaigns end-to-end, including planning, targeting, set up, testing, execution, reporting, optimization, and campaign ROI. Ability to plan, project manage, and champion continuous advancement of CAI's email features including segmentation, personalization, and deliverability.

- Direct and manage CAI's marketing automation efforts, which include personalized landing pages and lead-generating email campaigns.
- Demonstrated experience as a copywriter in a fast-paced environment, working with both print and electronic publications. Contribute content for marketing collateral, print and digital ads, periodicals, and social media.
- Direct the Website/Digital Marketing Manager to make use of social listening and social media monitoring tools to monitor trends and identify opportunities to engage audiences, expand reach, inform future campaigns, improve messaging, and map content to trending issues.
- Manage the organization's social media, digital, and print marketing and promotions with a budget of 100k and provide tracking reports and metrics. Ability to provide projections for future and ongoing marketing initiatives.
- Oversee purchasing, creating, and managing strategic advertising and marketing campaigns via Google AdWords, Facebook, Twitter, and third-party publications.
- Oversee the management of the Job Market, identifying marketing campaigns to drive traffic to the website and increase non-dues revenue.
- Possess a team-player attitude and lead the collaboration with creative designers, illustrators, department leaders, and staff to develop, launch, and manage various marketing campaigns simultaneously.

Inter-Departmental Relationships *(Briefly describe how this position must interact with other departments):*

- This role requires strong leadership and a collaborative mindset, working closely with Membership and Chapter Relations, Education, Events, and Government and Public Affairs to align efforts and support shared organizational objectives.

External Relationships *(Briefly describe the types, purposes, and relationship with organizations and/or individuals outside the organization):*

- To be determined.

Critical Products/Services and Deadlines *(Briefly describe standard, major work products or services and their associated deadlines or timetables):*

- The incumbent is expected to meet all deadlines, keep projects and project teams on track and keep his or her supervisor and other staff, as appropriate, updated on progress and potential barriers to success.

Fiscal Responsibility *(Briefly describe all budget, revenue, acquisition or other types of financial responsibility):*

- This position is responsible for developing and monitoring budgeting and advertising expenses on projects and programs to provide competent financial stewardship of CAI's departmental budgets.
- This position has a critical impact on dues revenue and non-dues revenue (membership, chapter relations, CAI education/designations, and CAI's signature event registrations).

Supervisory Responsibility *(List all positions supervised):*

- None

Required Background:

- Education:
 - Bachelor's degree in marketing, communications or a related field.
- Skills:
 - Strong copy writing, editing (AP Style) and project management skills.
 - Proficiency in e-mail marketing platforms (Real Magnet), and social media channels (Facebook Ads Manager, X, Instagram, and LinkedIn).
 - Ability to work cooperatively with individuals in other departments and CAI members.
 - Ability to develop, implement and manage marketing and lead-gen plans.
 - Proven experience developing, monitoring and tracking via Google Analytics annual marketing and advertising budget of 100k.
 - Ability to identify new avenues and improve current avenues for non-dues revenue.
 - Ability to recognize the need for research and develop appropriate avenues to measure the effectiveness of marketing messages, initiatives and vehicles.
 - Ability to track, analyze and report results of marketing efforts.
- Type Experience:
 - Extensive experience in marketing and/or communications that includes project and program management.
 - Copy writing and editing.
 - e-Promotion including email marketing, social media marketing, search engine optimization (SEO), online advertising, and content marketing.
 - Message development.
 - Working with HTML code (including formatting and editing in HTML).
 - Use of membership databases and effectiveness measurement.
- Years Experience:
 - 10+ years of experience.