

Are you someone who thrives on fostering growth through strategic marketing efforts? PPAI is currently seeking a dynamic Director of Marketing to guide our efforts to elevate the promotional products industry. We are looking for a hands-on leader who can inspire, motivate, and develop marketing strategies while developing the talent of the marketing managers, designers, and videographers on this team.

PPAI is the trade association for the 25.5 billion dollar Promotional Products Industry and has roughly 15,000 member organizations representing hundreds of thousands of employees. We are best known for the PPAI Expo in Las Vegas which ranks as the 60<sup>th</sup> largest tradeshow in the United States. But PPAI is much more than a tradeshow, we provide education events, certification, compliance guidance, corporate responsibility guidance, software solutions, and so much more to each of our members. This is a great chance to help not only grow the success of the team of people working with you, but the success of an entire industry.

#### Qualifications:

- At least 3 years owning the marketing function at a company (VP of Marketing, Marketing Director, or similar senior marketing leadership)
- 3+ years of experience leading and managing a team.
- High level success in digital marketing and partner/channel marketing
- Experience steering substantial marketing budgets and executing digital targeting tactics
- Proficiency with digital marketing strategies including SEO, PPC, Email Marketing, social media, and Content Marketing
- Analytical aptitude encompassing market research and marketing analytics
- Adept with CRM tools and marketing automation platforms

#### Responsibilities:

- Overseeing, developing and executing marketing plans that engage customers
- Effective management of a substantial marketing budget
- Successfully leveraging multi-channel marketing approaches to ensure members are informed and engaged
- Being a part of the leadership team of PPAI contributing to the overall success of the organization

#### What we offer:

- A fun and inclusive work environment where innovation is celebrated along with hard work.
- A comprehensive benefits package, including health insurance, paid time off, and more.
- A dynamic and fast-paced work environment. Seriously dynamic.