

Marketing Manager

Are you ready to take your B2B marketing expertise to the next level? PPAI is looking for a talented Marketing Manager to spearhead strategic initiatives and elevate our association's brand presence. As the Marketing Manager, you'll be at the forefront of crafting and executing innovative marketing strategies that drive results for our diverse internal clients.

Responsibilities:

1. Develop & Execute: Lead the development and implementation of marketing plans for various PPAI products and services, ensuring alignment with client objectives and budgets.
2. Optimize & Track: Track, evaluate, and optimize campaigns to maximize effectiveness and ROI.
3. Budget Management: Manage internal budgets efficiently to achieve marketing goals.
4. Collaborate: Work closely with our dynamic marketing team and collaborate with internal stakeholders to deliver impactful campaigns.
5. Brand Alignment: Ensure that all copy and design elements align with stakeholder objectives and maintain the integrity of the PPAI brand.
6. Direct Mail Coordination: Work directly with print brokers and mail houses for all marketing direct mail requests.
7. Leadership & Presentation: Schedule and lead regular marketing meetings as necessary, making presentations on strategy and campaign results to stakeholders.

Qualifications:

- 3-5 years of experience in B2B marketing, with a proven track record of developing omnichannel strategies that drive website traffic and conversions.
- Proactive thinker with a passion for innovation and creative solutions.
- Exceptional attention to detail and strong project management abilities are second nature to you.
- Experience using data and analytics to make informed decisions and optimize campaign performance.
- High proficiency in Word, PowerPoint, and Excel is a must. Experience with HubSpot and Adobe Cloud is highly desired.

If you're ready to make a meaningful impact and contribute to the success of PPAI, apply now and be part of our vibrant team!