

NATIONAL ASPHALT PAVEMENT ASSOCIATION
Marketing Manager
June 2023

Applications will be considered on a rolling basis, but applicants should submit their resume and cover letter to HR@AsphaltPavement.org by June 30. If selected for an interview, please be prepared to share portfolio samples.

REPORTS TO: Senior Director, Communications & Marketing

DEPT: Communications

EXEMPT CATEGORY: Exempt

FLEX SCHEDULE: Eligible with Approval of Supervisor after 90 days*

SUMMARY

Marketers make things happen! As NAPA's Marketing Manager, you'll inspire action while advancing the industry that keeps America moving.

In this role, you will lead strategy, development, design, execution, and measurement of marketing NAPA products, services, events, awards, membership, etc., in alignment with the association's strategic goals and priorities. This role leverages strategic, tactical, and relational strengths to build and maintain a modern marketing engine that engages NAPA's members, prospects, and stakeholders. You'll visualize and implement new ideas to promote the asphalt pavement industry and its US-based membership.

You'll leverage your marketing expertise, initiative, and creativity to:

- increase meeting attendance and sponsorships,
- promote publications and webinars,
- solicit award applications and highlight winners,
- strengthen NAPA's digital communications (website, email, social media, podcast, etc.),
- create and support a video strategy, and
- activate NAPA's brand system.

This role is a growth opportunity for a rising self-starter with demonstrated marketing chops, who's willing to take the reins of our marketing functions while working collaboratively with a skilled, motivated, and trusted team of professionals. If your experience, education, or expectations exceed this level, consideration may be made for a more senior title, while the role and reporting structure will remain as described herein.

PRIMARY RESPONSIBILITIES

STRATEGIC

- Promotes NAPA through **relevant, impactful, and actionable marketing** to support dues and non-dues revenue. Recommends new approaches based on the association's strategic plan

and marketing best practices.

- Strategizes and maintains NAPA's dynamic public-facing **website** while supporting related integrations, platforms, and functions. Safeguards and improves the entire **user experience**.
- **Distills goals into actionable, compelling marketing content**, including copywriting, design, delivery, and analysis.
- Works with Supervisor to uphold **brand standards** across all print and digital properties.

TACTICAL

- Develops and manages **marketing calendars** for all campaigns and activities.
- **Writes and designs** marketing material for website, email, video, ads, PPT, etc.
- Leads the deployment of **marketing automation** (an emerging tool for the organization).
- Collaborates on **social media management** and recommends novel strategies while recommending best practices.

RELATIONAL

- Provides guidance and assistance to association staff and content development partners on **persuasive messaging**.
- Works with Supervisor to **understand and address staff marketing needs** and serve as a resource with respect to design, deployment, and effective calls to action.
- **Directly engages members and external partners** to understand target audiences.
- Manages relationships with **outside vendors** such as designers and developers. Builds strong relationships with vendors, freelancers, staff, members, and partners.

May be asked to perform other duties as required that are not outlined in this job description.

EDUCATION & EXPERIENCE

- Bachelor's degree in Marketing, Communications, or related field, or equivalent experience.
- 3+ years of demonstrated success in marketing, preferably within a trade or membership association.
- Demonstrated experience creating, developing, measuring, and maintaining effective integrated marketing strategies and campaigns across print and digital platforms.
- Knowledge of the road construction industry desirable, but not required.

SKILLS & QUALIFICATIONS

- Thorough understanding of marketing activities as conducted by a trade or membership association.
- Comprehensive knowledge of marketing best practices.
- Persuasive written, oral, and visual communication skills.
- Strong project management skills; experience managing competing priorities within deadlines and budgets.
- Proficient in software such as Microsoft O365, Adobe Creative Suite, membership databases (Protech), CMS/HTML/CSS, audio/video editing, social media platforms and tools, Google Analytics (GA4), email marketing (HubSpot), etc.
- Ability to travel domestically up to 10% of the time.

CORE COMPETENCIES

- You help target audiences answer the perennial question, “What’s in it for me?!” You’re good at translating internal goals into external messaging.
- Your sense of curiosity and creativity drive you to see opportunities others don’t.
- You possess the ability and drive to conceptualize visual and verbal messages that support goals and advance the industry.
- You understand that no two people—or audiences—are the same. You identify and execute segmented marketing across audiences and topics.
- You’ve demonstrated an ability to cultivate key relationships and work collaboratively with various stakeholders, exercising appropriate influence to achieve shared goals.
- You leverage interpersonal and leadership skills to articulate your vision, inspire others to support and advance the vision, and accept feedback to improve the vision.
- Deadlines excite you and you meet them 90% of the time, while making sound decisions, executing good work, and accommodating shifting priorities.
- Strategy propels you. You continually draw connections between strategic plans and marketing initiatives, ensuring your work focuses on what’s most important to the organization.
- Your willingness to strategically test new forms of outreach, delivery, technology, process, etc., keep your skills sharp. You remain flexible in your approach—stop, start, adjust, or continue based on data, conversions, and feedback.

The National Asphalt Pavement Association is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.

****NAPA is headquartered in Greenbelt, MD, near the Greenbelt Metro Station (Green Line) with modern facilities and abundant parking space. With approval, NAPA offers hybrid work (3 days in office required, including Tuesdays) and summer schedule options from Memorial Day to Labor Day.***