Digital Marketing and Communications Manager
Job Description

This position reports directly to the Senior Program Director of FSC. Responsible for expanding FSC digital marketing strategy and web presence, developing and implementing new electronic marketing campaigns, creating innovative marketing approaches, and managing U.S. Communities marketing communications, both external and internal.

Job Duties:

- Participates as an active member of both the NACo FSC team and of NACo.
- Develops and expands innovative, impactful digital marketing and social media presence for U.S. Communities and other FSC programs as requested.
- Develops website content for FSC.
- Develops and implements strategic digital marketing plans and forecasts to achieve objectives for FSC's programs and services, with a primary focus on U.S. Communities advancement.
- Elevates state and national sponsor digital and social media marketing efforts through creative development of customized tools for nationwide use and distribution.
- Produces ideas for promotional events or activities and conference events, implements and organizes them efficiently.
- Plans and executes electronic campaigns for U.S. Communities promotion and launching of new product lines and initiatives.
- Manages planning of new educational summits to further the mission of U.S. Communities.
- Works effectively with business partners, suppliers, and sponsor groups.

- Assures consistent communication of brand throughout NACo and all national sponsors; assures communication of brand both internally and externally to customers, sponsors and other business partners.
- Works with Senior Program Director to develop and implement marketing plans for state and national sponsors, and effectively represents team at selected member, state sponsor and national sponsor meetings.
- Maintains relationships with public agencies by organizing and developing specific customer-relations programs, and designs and implements FSC's presence at conventions, annual meetings, and trade events, etc, as requested.
- Analyzes sales and marketing metrics, and recommends goals and objectives based on research results.
- Undertakes continuous analysis of competitive environment, public procurement trends, and issues that may impact the program, and develops best practices for marketing program.
- Other duties as assigned.

Qualifications:

- BA or BS in marketing, communication or relevant field, MBA preferred.
- Experience in electronic marketing, communications, or public relations.
- Proven track record of success in digital communications, web design or marketing leadership.
- Excellent communication and organizational skills.
- Experience overseeing the design and production of print materials, publications, digital marketing materials and social media campaigns.
- Strong strategic and analytical skills.
- Ability to manage multiple projects independently.
- Willingness to travel when needed.

Interested candidates should send a cover letter, resume and salary requirements to resumes@naco.org **or go on line for more information at** www.NACo.org.

Employees of NACo enjoy a fun and challenging environment with a wide range of competitive benefits. Benefits include comprehensive medical, vision and dental insurance coverage; paid holidays and leave; tuition reimbursement; group life insurance, 401(k) match and pension plans, credit union membership; and short-term/long-term disability coverage.