



The Association of
Accountants and
Financial Professionals
in Business

Marketing Manager

Reports to: Senior Marketing Manager

Department: Brand

Classification: Exempt

Division: Corporate Headquarters

Date: May 2023

POSITION SUMMARY:

The individual in this new position will leverage his or her proficiency in product marketing and customer engagement to support IMA's marketing strategy and communications for new and tenured members across the globe, deeply engaging them to drive retention and become strong advocates of our brand.

KEY RESPONSIBILITIES:

Implement marketing programs and communications to drive member engagement and retention.

- Global member retention marketing and communications
 - Support the optimization of new member welcome, engagement, renewal, and lapsed member email campaigns.
 - Manage new member welcome process and renewal mailings.
 - Assist in campaign localization with globally relevant benefits.
- Product marketing
 - Support the development and planning of marketing campaigns to launch new educational products offered by IMA's Education and Career Services (ECS) team, such as continuing education courses, certificate programs, and webinars.
 - Develop and execute a cross-channel marketing plan and utilizing communications platforms such as web, email, print, and social media. Promote and drive utilization of key member benefits and products.
 - Ongoing marketing and promotional support ECS products throughout their lifecycle, including offers such as year end and seasonal campaigns.
 - Work with copywriting, design, user experience (UX), social media and other functional areas to develop collateral for IMA products and services.
- Research & Thought Leadership Marketing
 - Develop and execute a cross-channel marketing plan, utilizing communications platforms such as web, email, print, and social media.
 - Support development of survey communications to members
 - Ensure alignment of research report communications with monthly organizational calendar theme
 - Coordinates marketing activities related to *Strategic Finance* magazine.

- Volunteer & Governance Marketing Support
 - Manage an annual marketing and communications calendar to raise awareness of IMA global volunteer and award opportunities to drive engagement among members.
 - Provide ad hoc marketing support to the Community Relations team for global volunteer-led events, including emails, social media, and collateral needs.
 - Develop and update marketing materials to promote IMA volunteer programs, including website, print collateral, etc.
 - Provide the Community Relations team with up-to-date market collateral for all other IMA programs, including global events, certifications, and continuing education, for volunteer distribution to members.

KNOWLEDGE, SKILLS, ABILITIES and OTHER REQUIREMENTS:

- Bachelor's degree with 3+ years of product promotion and customer retention marketing experience.
- Experience in implementing and optimizing cross-channel campaigns, working closely with design, communications, and/or product teams. Marketing automation campaign experience is preferred.
- Experience working with customer engagement and membership/subscription renewal strategies.
- Ability to lead internal copywriters and designers in developing creative assets.
- Global marketing experience or experience working at a membership association a plus.
- Proficiency in PowerPoint, Excel, and ability to create tools and templates to successfully manage ongoing projects.
- Excellent oral and written communications skills.
- Highly motivated and results driven.
- High degree of proactive planning, tactful diplomacy, and collaboration skills required.