



Job Description

Position Title: Manager of Marketing & Communications
Reports To: NCNLA Executive Vice President
FLSA Category: Full-time, Exempt
Organization Level: Professional Staff

POSITION OVERVIEW

The Manager of Marketing & Communications of the North Carolina Nursery & Landscape Association (NCNLA) is responsible for general marketing, communications and branding for the Association; general promotion of the industry and association members; the management of all association publications, including advertising sales; the maintenance of the association's website and other electronic communications; coordinating media relations for NCNLA.

BACKGROUND REQUIREMENTS OF INCUMBENT:

Education: Minimum of a four-year degree in communications, marketing, journalism or public relations required.

Skills: Requires knowledge of a diverse spectrum of marketing communications elements including: message development, writing, collateral development, direct marketing, digital communications and publications. Strategic thinker who can see the big picture and create targeted communications solutions that move objectives forward. Excellent customer service, project management, written and verbal communication skills. Ability to work as part of a team.

Relevant Experience: Two to four years of marketing and communications experience required. Prior experience in non-profit communications, small business engagement/partnerships strongly preferred. Advertising sales experience preferred.

SUPERVISION REQUIRED: Position requires modest supervision. Direction is received from the Executive Vice President in the form of verbal or written instructions. This position generally functions on an independent level based on current policies, activities and strategic plan.

SUPERVISORY RESPONSIBILITIES: None.

AVAILABILITY OF QUALIFIED PERSONNEL: This position should be filled within three to four months if vacated.

POSITION RELATIONSHIPS:

Membership: Generally, moderate contact with the membership. Significant member contact required for industry/member promotion and advertising activities.

Governing Structure: Staff liaison to assigned committees.

Government: Minimal contact with state agencies.

Public: Minimal contact with public, primarily through media relations efforts.

Other Organizations: Significant contact with vendors for communications, printing and marketing services. Moderate contact with trade press.

Association Office Personnel: Significant contact with other NCNLA staff members to accomplish the goals and objectives of the organization.

PRIMARY DUTIES AND RESPONSIBILITIES:

Marketing and Communications - General

- Creating and implementing overall association marketing, communications and branding strategy, including the creation of marketing plans and timelines;
- Creating and implementing marketing and communications strategy for NCNLA programs, events and initiatives;
- Developing and maintaining relationships with trade and local press to best promote NCNLA and its members;
- Ensuring the timely development of association marketing and communication pieces, including press and photo releases, feature articles, scripts, editorials and promotion pieces;
- Ensuring that the NCNLA display for trade shows and other industry events reflects the association's professional image at all times;
- Assisting the Executive Vice President in development of association's Annual Report and other items as assigned.

Industry Promotion

- Managing NCNLA Member Awards and Excellence in the Landscape Awards programs;
- Developing and maintaining consumer-facing websites to promote NCNLA member businesses to the general public.

Advertising Sales

- Creating advertising sales strategy and recommending appropriate policies to ensure mutually beneficial relationships with NCNLA and interested parties;
- Maintaining media kit/rate card for NCNLA advertising opportunities, including on-going development of targeted advertisers contact list for solicitation;
- Creating and implementing a strategy for premium advertising sales (targeted e-Blasts/mailings), maintaining an appropriate inventory of opportunities.

Publications

- Acting as editor of quarterly Nursery & Landscape Notes magazine, supervising all outside vendors/staff in its preparation and distribution;
- Acting as editor of bi-weekly NCNLA e-News, supervising all outside vendors/staff in its preparation and distribution;
- Coordinating trade show publications and other published material production elements within budget and established deadlines.

Website/e-Communications

- Developing and maintaining NCNLA website, ensuring that the website promotes current and accurate information about association programs, events and initiatives;
- Ensuring the successful implementation of all electronic communications with members by recommending appropriate policies and procedures;
- Maintaining and further developing the association's presence on social media.

Additional Duties

- Successfully handling ongoing programmatic budgetary duties, as assigned;
- Performing other duties as directed by the Executive Vice President.