JOB DESCRIPTION

Title: Marketing Coordinator
Person: 
Supervisor: Vice President, Marketing
Status: Non-Exempt, Salaried (40 hours a week)
Purpose: Responsible for creating, managing and delivering marketing programs to support the growth and expansion of WIB activities.

Supervisory Role: None

RESPONSIBILITIES INCLUDE:

Marketing Project Management
♦ Work with VP, Marketing to determine marketing communications needs for WIB with a strong focus on meetings-related events
♦ Help develop and communicate meetings objective, message, theme, program agenda, promotions and other supporting statements working with the VP, Marketing and appropriate Conference Manager(s)
♦ Administer and manage email announcements through web-based systems, including writing of emails and culling of target lists
♦ Coordinate print and direct marketing timelines and deadlines for production by working with key team members across departments including Meetings and Membership
♦ Maintain marketing calendars and project schedule for WIB marketing activities
♦ Work with Marketing & Communications Associate to pull, edit and maintain target lists for use in all marketing campaigns

Marketing Support
♦ Monitor and prepare in-house inventory of printed collateral including ensuring that all staff are given and lobby displays contain current brochures
♦ Provide support to AVP, Communications in the creation of basic meetings brochures and updating of more complex brochures
♦ Provide support to AVP, Communications in updating web pages
♦ Manage the selection and development of corporate branded items such as giveaways and co-sponsored items
♦ Prepare marketing materials for promotional use at all meetings
♦ General administrative duties to support all marketing related activities and departmental responsibilities

Marketing Support for Membership Recruitment & Retention
▪ Assists Vice President, Member Relations and VP, Marketing in implementation of membership retention and recruitment programs for banks, associate members and Circle Club members including managing distribution of dues invoices.
▪ Works with Marketing & Communications Associate to follow-up on unpaid renewals for bank and associate members.
▪ Identifies non-member participation in WIB Conferences and meetings and prepares materials for registration packets to encourage membership
▪ Works with VP, Marketing to devise and implement other recruitment and/or renewal activities including but not limited to the development and management of membership marketing collateral
Job Bank (not currently active, only appropriate if re-activated)
- Manages WIB Job Bank’s relationship with third-party vendor
- Maintains and updates WIB database records of member usage of Job Bank
- Acts as principal staff contact for information requests about Job Bank.