

WSBA Marketing Director *Job Description*

The role of Marketing Director supports the promotion of the Women's Small Business Association™ by providing high quality creative and marketing services compatible with the WSBA™ brand strategy. This position reports to the WSBA™ Executive Director

RESPONSIBILITIES

Conceptualizes, produces and distributes marketing and communications collateral for new and established WSBA™ programs. Tasks involve the continued research and implementation of beneficial relationships with third parties to increase WSBA brand awareness and membership.

Brainstorms and develops marketing/advertising solutions appropriate to WSBA™ objectives and in adherence to the standards system as set by the WSBA™

Attends WSBA™ and non-WSBA™ events as an ambassador of the organization.

Designs and produces publications and advertisements as assigned by the Executive Director

- brochures
- print ads
- web ads
- posters
- signage
- newsletters
- presentations et al.

Establishes and consistently maintains social networking and other online outlets

- Facebook
- Twitter
- Linked In
- Monthly submission to online calendars and relevant out-of-house newsletters

Proofs and makes necessary corrections to out-of-house created artwork and text for inclusion in WSBA™ product. Processes and optimizes images and artwork for web use.

EXPERIENCE and SKILLS

Marketing/graphic design for print & web; proven experience in advertising technique and brand communication

Demonstrated creative skill; great understanding of composition; color; typography; flexibility; adaptability and ability to multi-task

Superior verbal and written communication skills; strong organization and time management skills

Strong knowledge of and adherence to copyright, intellectual property and usage laws

Demonstrated expertise with related software: Adobe Creative Suite, Power Point, Flash, Fireworks, etc.

Strong knowledge of print production and processes; digital and offset

Familiarity with the creation and use of templates

Ability to perform necessary hours to meet project deadlines

COMPENSATION

All WSBA™ event fees are waived. Complimentary Premier Membership for commitment duration. Complimentary ad in the WSBA™ newsletter and event programs.

To apply, please submit a cover letter containing an online portfolio link, if applicable, to Susan Miller, WSBA™ Executive Director: smiller@wsba.ws

PLEASE DO NOT SEND SAMPLES AT THIS TIME. ATTACHMENTS WILL BE DELETED