POSITION TITLE: Senior Standards Marketing Specialist (Exempt)

REPORTS TO: Director of Marketing

POSITION SUMMARY:
In collaboration with the marketing, communications, standards and professional development teams, develop, implement and manage related marketing strategy.

POSITION RESPONSIBILITIES:
- Develops standards sub-brand using brand guidelines and messaging platform
- Develops marketing strategy and accountable for execution working with cross-functional team
  - Marketing strategy includes relevant objectives, audience, positioning and messaging based on analysis and research by market, channel, competitive landscape and value proposition
  - Act as project manager to execute marketing strategy working with analyst on research, design resource, video resource, digital marketing, content marketing, sales, product experts and others
  - Continually monitor reports across campaign performance, testing new campaign concepts and distribution approaches, and product packaging concepts
- Work with standards brokers to coordinate product re-sale
- Manage print production of new standards as needed
- Work with outside vendors to execute various materials
- Other duties as assigned

POSITION QUALIFICATIONS:
- Bachelor’s degree (preferred in Marketing or Communications) and 3 plus years proven success in a technical marketing role required or the equivalent combination of education and experience.
- Experience with standards marketing preferred.
- Excellent communication, interpersonal, critical thinking, problem solving and customer service skills.
- Performance driven, enthusiastic and self-motivated.
- Ability to partner with internal stakeholders at all levels.
- Excellent skills in Microsoft Office applications, Word, Excel, PowerPoint, Outlook, CRM software and other productivity focused tools.
- Ability to work M-F during normal business hours.
- Ability to travel to meetings and/or annual conference.

Forward your resume to hr@asse.org.