

Greater Cleveland Partnership

Job Description

POSITION TITLE:	Marketing Manager (Sales, Engagement, Events & Networks)
DIVISION:	COSE Marketing
REPORTS TO:	Senior Director, Marketing
FLSA CLASSIFICATION:	Exempt

POSITION SUMMARY:

Serve as an account executive/project manager for the Council of Smaller Enterprises (COSE). Oversee marketing, communications and advertising needs for Membership Sales, Membership Engagement, Events, Networks and Advertising and Sponsorship teams. Work with internal clients to develop marketing plans to support the overall marketing strategy. Responsible for managing projects from concept through completion and for tracking and reporting results.

Duties require judgment, such as identifying problems and evaluating results of problem solving, and may require some analysis to solve problems. Duties may require improving methods and procedures. Must be accountable for own actions and decisions. May require interaction in situations requiring resolution of conflict or negotiation.

ESSENTIAL FUNCTIONS:

- Develop marketing plans to support COSE's overall strategic marketing plan, with emphasis on new member sales, engagement, education, events & networks.
- Write and edit copy for marketing collateral pieces, e-communications and social media properties.
- Develop concepts to promote new membership sales and membership engagement process, seeing projects through from concept through completion.
- Lead marketing strategy for COSE events and annual COSE Small Business Conference
- Serve as a lead on COSE Affiliate Membership marketing
- Provide creative and communications counsel to internal clients.
- Uphold and maintain adherence to identity guidelines.
- Manage heavy work flow and tight deadlines, often interacting with external vendors.
- Ensure that projects are completed within budget.
- Track and report on results of marketing campaigns.

- Support Senior Director of Marketing in segmenting, targeting and identifying markets and development of pricing when necessary. Create and maintain a “members-first” philosophy. Model COSE core values in interactions with staff, members and prospects: Sincere, Helpful, Accessible, Resourceful, Responsive
- Manage relationship with specific book of business of current members. Engage member and complete touch points per requirements of COSE member engagement program providing a deeper connection to COSE for the member and working to identify and deliver the best combination of resources for the member’s needs to increase the value they receive from the organization, support retention of the member and generate referrals for additional member prospects.
- Other job-related duties as assigned.

COSE ESSENTIAL FUNCTIONS:

- Ensure focus on COSE core values (Sincere, Helpful, Accessible, Resourceful, Responsive) as part of COSE “Member First” Approach.
- Attend COSE University trainings and complete COSE University coursework in a timely manner to ensure and maintain current knowledge of COSE services, products, programs, engagement skills and expectations.
- Document and track all member engagements in the CRM.
- Attend both COSE and external events as required to engage with prospects and members.

PREFERRED EDUCATION, EXPERIENCE AND SKILLS:

- Bachelor’s degree in marketing, communications or related field.
- Three to seven years related work experience.
- Long-term and short-term planning skills.
- Commitment to quality.
- Strong written and verbal communication skills.
- Customer service/account executive mindset and proven experience.
- Creative approach to problem solving.
- Experience managing printed marketing communications materials, working from concept, writing, design to production.
- Ability to manage multiple clients and multiple projects, prioritizing workload as needed.
- Ability to manage internal and external resources.
- Requires knowledge of theory and practice in the marketing communications field. Uses theoretical knowledge daily to address business issues.
- Proficiency in basic use of social media, content management systems and email deployment platforms.
- Strong technology skills including high proficiency in Microsoft Office Programs including: Word, Excel, and Outlook.
- Experience working with small business owners
- Experience working with a membership organization
- Proficiency with Spanish a plus

PHYSICAL REQUIREMENTS:

- May be required to work more than 8 hours during a workday

- Sitting for long periods of time
- Limited travel/driving required
- Significant manual dexterity for keying in data for long periods of time

SCHEDULING REQUIREMENTS:

- Must be available to work occasional off-hours
- Must be available during standard business hours
- Incumbent has the flexibility to schedule activity with the approval of supervisor
- Aspects of this position may be performed from a remote location with the approval of supervisor.