



Director of Marketing

The Endocrine Society, a growing membership association with more than 14,000 scientist and physician members, seeks an experienced association professional for the position of director of marketing. This position is responsible for the planning, implementation and on-going management of marketing activities for publications, education, meetings/exhibits and other Society programs. The individual will develop market strategies with an emphasis on innovative technology and is responsible for development of promotional and marketing activities to ensure increased revenue for the Society. The position reports to the senior director of marketing and supervises three direct reports.

Responsibilities:

- Provide strategic and tactical oversight of the annual marketing strategy for, but not limited to education, meetings and exhibits, membership, journals, annual report, development, and The Hormone Foundation. This includes developing a communication plan, timeline, identifying the target audience, managing the budget, production, distribution, and tracking results.
- Establishes schedules for marketing activities and works with marketing team to ensure that timelines are met.
- Mentors and manages marketing team, including editing and proofreading all marketing copy, advertisements, and mailing pieces created by the team.
- Conducts market research by determining the needs of the Society, matching needs with appropriate vendors; develop, plan, and oversee implementation of survey instruments.
- Conducts analysis of results and make recommendations for action. This includes: working with each department to determine market research needs; working with Society Services to refine ES database to permit more targeted markets and promotions in all media; assist in the development of association-wide products, managing the evaluation and survey process for customer information development; and directing coordination of all research activities with directors.
- Prepares and monitors marketing budget, including creating sales forecasts for P&L statements in partnership with the publications and education teams.
- Oversees database development to improve demographics information and to increase the effectiveness and efficiency of marketing efforts.

- Analyzes the effectiveness and brand image of all marketing programs and makes recommendations to senior management.
- Oversees and executes the implementation of mailing related activities. This includes: being content expert re: USPS mailing requirements for all classes; maintaining current USPS references; obtaining, maintaining (i.e., with required deposits) all permits (e.g., BRM, standard class); selecting and directing mail house for all mailings; and coordinating mail list activities, (e.g., list merge, purge and sales).
- Oversees exhibit activities including, strategic development and budget preparation. This also includes managing exhibit at all meetings, including design, graphics, ordering stand fitting, planning staffing, and arranging freight; planning all external meeting exhibit activities; and maintaining exhibit, refurbishing when necessary.

Requirements:

- Bachelor's degree.
- 7+ years of marketing and communications experience required; association experience required, medical/scientific/healthcare association preferred.
- Ability to plan, implement, and evaluate marketing activities for a wide product line.
- Exceptional organization skills with the ability to complete projects and handle multiple tasks simultaneously. Ability to conceive, plan, implement, and monitor long- and short-term projects from conception through completion. Capable of prioritizing work assignments, as well as monitoring multiple projects. Demonstrated ability to work under tight deadlines.
- Previous supervisory experience. Experienced and adept at people management, including hiring, developing, coaching and retention.
- Excellent budget, financial and marketing mathematics skills.
- Strong writing, editing, and proofreading skills as well as creative management experience.
- MSWord, spreadsheet, and database application proficiency.
- Excellent vendor management and customer service skills.
- Outstanding presentation, writing and oral communication skills with a focus on details and accuracy.
- Ability to work independently and well with a diverse group of people throughout the organization.

The Endocrine Society offers a convenient Chevy Chase location, congenial work environment, competitive salaries and excellent benefits including a generous TIAA-CREF retirement plan and a free on-site employee gym. Our location is also metro-accessible, with a free shuttle to and from the Bethesda Red Line. Qualified candidates should send resume, cover letter with salary requirements to hr@endo-society.org or mail to Human Resources, The Endocrine Society, 8401 Connecticut Ave, Ste 900, Chevy Chase, MD 20815. EOE/AA/M/F/Vet/Disab. Internal application deadline: 12/21/11.