



Director, Marketing

This position conceptualizes, develops, implements, and evaluates ASCD's product and program marketing. It is this position's responsibility to implement and maximize marketing efforts intended to generate non-dues revenue and advance mission initiatives for the association.

QUALIFICATIONS

Knowledge

- Extensive knowledge of marketing management, electronic commerce, international marketing and direct mail, and knowledge of printing, print production, and postal regulations (Experience can substitute for education/training).
- Background in budgeting, pricing, and marketing to the education field highly desirable (Experience can substitute for education/training).
- High-level project management skills required.

Skills and Abilities/Critical Success Factors

- Managerial skills, including conflict resolution, problem solving, and decision making
- Interpersonal skills are essential as leader and member of project teams. The position requires strong communication skills, attentiveness to detail, and the ability to manage multiple projects. The incumbent must be able to work in a collegial relationship with all levels of employees.
- Ability to work within tight deadlines to meet specific goals
- Successful incumbents usually possess at least a bachelor's degree.

Experience

- Requires at least seven years of marketing experience with at least three years of marketing management or supervisory experience.
- Also requires at least five years of experience in the direct marketing industry, and three years of e-commerce experience.

We offer an expansive selection of benefits including a generous retirement plan, ample paid vacation/sick leave, flexible spending accounts, education assistance, public transportation assistance, and a comprehensive wellness program. Check us out at www.ascd.org. If this sounds like an opportunity that interests you, send your resume with cover letter and salary expectations to [here](#). EOE. M/F/V/D.