

Marketing Coordinator

Supervisor: Director of Marketing & Member Services

Position Summary:

The role of the Marketing Coordinator is a full-time position within the American Concrete Pipe Association (ACPA) and reports directly to the Director of Marketing & Member Services.

- The Marketing Coordinator will have responsibility to help execute a variety of marketing and promotional activities. These will range from routine management of email communications, website maintenance, content development and curation, social media communications, and a variety of other related tasks that are vital to the success of the marketing strategy.
- The Marketing Coordinator will also serve an integral role in supporting ACPA's in-person and digital events. This includes our in-person Pipe School (held in late January/early February), Safety Month, Concrete Pipe Week, webinars, workshops, trainings, the Annual Business Meeting, and Committee Week. Limited travel may be required, typically less than 15%.
- The Marketing Coordinator must be proficient in HubSpot. This includes understanding both the CRM (customer database) and CMS (website) components. The person in this role develops, A/B tests, and optimizes automated email workflows, templates, and web-based lead generation forms. These are all skills with learning resources available that can and must be mastered quickly.

Ideal Candidate

ACPA's professional staff relies heavily upon team players who support each other. The candidate will truly need to be multi-talented and eager to learn new skillsets. While a broad skillset is desired, a willingness and history of figuring out how to adequately accomplish tasks on time is essential. For example, the candidate does not need to be formally trained with design or video editing skills but needs to be willing to learn how to best update collateral, make design tweaks, and pull together videos involving other team members and the association's leadership.

As the association continues to grow our digital presence and increasingly find new ways to engage our members, we need team members committed to both creative and reliable communications production. This includes the production of collateral, new web and landing pages, along with new ideas, methods, and processes to enable and empower the entire ACPA team.

The ideal candidate can write well, provide graphic designers clear direction, and engage target audiences through messaging. All the things good marketing communications professionals should be able to do.

Key Functional Areas of Responsibility

CRM / CMS Administration & Maintenance

- Management of content management system (HubSpot)
- Understand customer database, segment properly, and maintain/improve contact retention
- Ensure email marketing compliance with privacy regulations

Content Management

- Maintain ACPA's content library
- Manage and maintain the ACPA's media numbering database

Email Marketing

- Create (design, write, layout) emails to both membership and target audiences
- Ensure consistency of branding and messaging in emails/digital content
- Produce responsive emails for direct and follow up marketing campaigns
- Analyze and optimize digital (i.e. email, social media, web) campaigns
- Manage email system/CRM management
- Drive end-user engagement through nurture campaigns and analyzed metrics
- Creation and promotion of rich media & promotion (videos, articles, quizzes, webinars, etc.)

Social Media

- Plan, create, post, and manage responses/engagement to posts
- Serve as the voice of the association through social posts
- Seek and monitor competitive/industry trends via social channels (LinkedIn, FB, and Twitter).

Light Design

- Ability to manipulate templates within programs (Canva, Office, Adobe, etc.) to update marketing collateral for the ACPA and affiliates

Events

- Help with the planning and organizing of Pipe School; attendance at the event (usually late January/early February) will also be required
- Helping with the logistics and administration portion of the few tradeshow we do
- Help plan and organize the Annual Meeting (usually in March)

Qualifications

- 5 years of demonstrated job performance success in delivering on the expectations outlined in this position description
- Proficiency in working with essential tools including HubSpot, Adobe Creative Suite, Canva
- Enthusiastic and collaborative attitude
- Excellent written and verbal skills
- Self-motivation and a high level of integrity
- Exceptional attention to detail with the ability to meet tight deadlines
- Ability to plan and manage projects from conception to completion