



123 N Pitt Street, Suite 450
Alexandria, VA 22314
csiresources.org
1.800.689.2900

Job Posting DIRECTOR OF MARKETING AND COMMUNICATIONS

The Construction Specifications Institute (CSI) is seeking an experienced, self-motivated Director of Marketing and Communications. This individual will serve as the driving force behind the strategic and operational marketing and communication efforts of the organization; ensure the organization's message is branded across all products and service and to position CSI as *THE* leading authority in the industry. The Director of Marketing and Communications oversees, develops, produces and promotes member and customer initiatives and goods and services that meet the needs of the profession and the communities they serve. The position requires a Bachelors degree, preferably in Marketing or Management related field and eight (8) years of proven success and experience in the development and implementation of marketing and communications strategic and tactical plans.

PRIMARY RESPONSIBILITIES

1. Develop and execute a consistent, unified and relevant brand of all organizational, program, and product marketing and communication plans on a rolling 12-18 months.
2. Develop CSI's value proposition as the foundation of enhancing and maintaining the member, customer and public experience.
3. Work with CSI staff to establish and provide ongoing reporting and metrics. Meet regularly with the COO and frequently with relevant staff to discuss status of various ongoing and special projects as relates to marketing and communications.
4. Develop and execute strategy for non-dues sales, such as the Corporate Partners Program, MSR, WebReach, e-newsletter, and CONSTRUCT-related sponsorships such as CSI Night Out, etc.
5. Develop and launch an annual member satisfaction survey, compiling and reporting results to develop actionable marketing and communication tactics.
6. Develop short and long-term strategy for member recruitment and retention. Continuous evaluation to look for improvements to the process, trend analysis, and content creation.
7. Select and manage all project vendors in relation to marketing and communication functions and processes.
8. Direct organizational voice by developing new content and reviewing outgoing content including onsite marketing for CONSTRUCT, MSR: tweeting, daily content.
9. Oversee web redesign and collateral improvements with outside vendors.
10. Generate a compelling value proposition for CSI's programs and events to drive branding and messaging.



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11. Direct, write, edit, and manage content for outgoing communications including monthly magazine, newsletters, blog posts, social media channels, membership recruiting materials, sponsorship brochures, email campaigns, and other collateral as required.
12. Maintain graphic style guides and corporate collateral across all CSI channels. Includes work with agency, if decided by CSI, to introduce new design items.
13. Supervise the Communications Coordinator.
14. Execute on editorial content goals as determined by the organizational content calendar.

QUALIFICATIONS

- Demonstrated experience and results in strategic brand development with an understanding of relevant tools and trends
- Strong track record of directing targeted marketing campaigns and an in-depth understanding of digital and social media best practices
- Demonstrated ability to develop and implement marketing and engagement strategies, including ability to gather, interpret, analyze, and report statistics and other data
- Ability to anticipate and articulate future trends, events and directions and to recommend actions to enhance the success of the organization
- Knowledge of advanced analytic techniques used to drive user engagement
- Excellent interpersonal skills; ability to work collaboratively with colleagues in a remote work force environment
- Demonstrated strategic thinking, problem solving, and analytical skills, including the ability to plan and implement in a fast-paced environment
- Ability to prioritize multiple tasks, organize work, and delegate effectively
- Ability to manage people and resources
- Demonstrated ability to work independently and on a team, always showing respect for the diverse constituencies of CSI and within its membership

ABOUT US

CSI is a national association of more than 8,000 construction industry professionals who are experts in building construction and the materials used therein. The Institute is dedicated to improving the communication of construction information through a diversified membership base of allied professionals involved in the creation and management of the built environment, continuous development and transformation of standards and formats, education and certification of professionals to improve project delivery processes, and creation of practice tools to assist users throughout the facility life-cycle.

WHAT WE OFFER

We value our team tremendously. We offer an excellent benefits package including medical, dental, 401K, paid vacations and holidays. We work hard, AND also strive for work/life balance.



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An Equal Opportunity/Affirmative Action/Pro Disabled and Veteran Employer

At CSI, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other protected status designated by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation based on position.

Marshall Brown & Associates LLC is conducting the search. Please send resume, cover letter and salary requirements (A MUST) to hrcsi@mbrownassociates.com with subject line, Director of Marketing & Communications, no later than April 26, 2019. Be sure to send everything requested for consideration.