



MARKETING MANAGER

August 2023

ABOUT US:

Texas Library Association (TLA) is a non-profit organization founded in 1902 to promote libraries and library services in Texas supports the work of libraries, library professionals, and educators throughout the state. Our membership of more than 5,000 includes library professionals from school, public, academic, and special libraries, and library supporters dedicated to helping libraries better serve their communities. Our team members are warm and friendly, committed to supporting our members, and inspiring fun in each other.

POSITION OVERVIEW:

This position reports to the Director of Advocacy & Communications and collaborates with all departments within the association. Primary areas of responsibility include:

- Develop and execute creative and effective marketing plans and strategies to support financial and growth targets including increasing conference/event attendance, membership levels, and participation in association programs.
- Develop and implement marketing tactics across communication channels including print, advertising, website, exhibits, social media, email, etc. Prepare and manage marketing budgets.
- Create and manage marketing calendars for the annual conference, leadership events, membership recruitment and retention, online education programs, etc. Establish priorities for all marketing projects, including timeline for completion, project tracking, and reporting.
- Develop and implement a digital marketing strategy across the association website, emails, and social media.
- Set up, leverage, and manage digital analytics (GA4, social media advertising, email campaigns etc.) to meet association goals for growth.
- Track, analyze and report on key metrics across social media, email, website, and other tactics related to marketing initiatives. With department liaisons, track analytics on key revenue areas in relation to marketing initiatives.
- Monitor and manage TLA brand, ensuring consistency and quality across all marketing and communications materials organization wide.
- Assist in managing production for communications projects including coordinating with outside vendors (graphic designers, printers, signage companies, etc.)

- Manage social media posts and digital ad campaigns related to marketing campaigns in collaboration with communications and grants manager. Serve as liaison and resource to TLA Annual Conference social media committee.
- Lead and manage outsourced graphic design for production of logos, brochures, campaign graphics, etc. Create and design simple graphics, flyers, etc. for marketing collateral.
- Support TLA volunteer leaders in promoting local events and activities.
- Ensure all sponsor and partner agreements are fulfilled as required in marketing campaigns and promotions.
- Develop and implement annual giving campaign and other fundraising activities.
- Stay attuned to industry trends, best practices, competition, and other factors that may impact key marketing activities.

QUALIFICATIONS

- Bachelor's degree in marketing or related field preferred.
- 3- 5 years professional experience with a track record of positive results.
- Creative problem solver with the ability to thrive in a collaborative, team environment.
- Experience creating and executing successful marketing campaigns across all platforms.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects simultaneously; ability to multi-task and prioritize workflow and meet and manage deadlines.
- Strong analytical skills: experience in analyzing data to develop and measure marketing results and ROI.
- Sharp eye for brand quality control and consistency in design and messaging.
- Experience with Google Analytics, preferably GA4.
- Experience in Adobe Creative Suite.
- Proficient in Microsoft Office, experience with CMS tools (WordPress) email marketing platforms and databases.
- Ability to interpret and implement Association policies and procedures.
- Some travel is required – including travel to annual conference.
- Must be able to lift 20 lbs.
- Experience working with associations or nonprofits preferred.
- Position contingent on passing criminal background check.