

**Position Title:** Marketing & Communications Manager

**Salary:** Open

**FLSA:** Exempt

**Report to:** Director of Marketing & Communications

**DESCRIPTION**

The Global Cold Chain Alliance (GCCA) is a trade association that serves the global temperature-controlled supply chain industry, otherwise known as the “cold chain.” We represent organizations that handle, store, and transport the food we eat. We have approximately 1,100 member organizations in 80 countries around the world.

We are seeking a Marketing and Communications Manager, who will coordinate, execute, monitor, and measure the association’s marketing and communications efforts under the direction of the Director of Marketing and Communications. The individual should be an excellent writer, skilled in project management, and have experience in graphic design and website management. The ideal candidate will be a team player who is energetic, detail-oriented, creative, and self-motivated to join our busy association.

**RESPONSIBILITIES**

**Marketing and Communications**

* Coordinate and execute e-mail campaigns to various audiences within and outside of membership, meeting deadlines, following timelines, and ensuring uniformity of content/messaging.
* Coordinate development of marketing collateral for association programs and membership that align with association brand standards (i.e., promotional flyers, programs, etc.)
* Work closely with membership team to drive member prospecting activities via promotional campaigns and prospect outreach.
* Maintain content and production calendar, keeping up-to-date on all timelines.
* Design and edit graphics for web, social media, and print.
* Coordinate the publication of GCCA’s e-newsletter, including writing articles and vetting member submissions.
* Track email analytics and report on impact and success; research and introduce innovative methods and outlets for member communications.
* Manage vendor relations and budgets for email provider, graphic designers, printers, signage companies, etc.

**Website Management**

* Primary administrator of content management system (CMS), currently Drupal.
* Work with staff and subject matter experts to develop relevant, meaningful content and maintain association content strategy and web standards.
* Work with staff and web vendors to continuously improve the usability, design and content of the association’s website.
* Monitor and report regularly on website analytics.
* Work with vendors to troubleshoot problems with the website and respond to user requests and comments.

**Social Media**

* Coordinate and execute social media campaigns and ensure alignment with overall marketing campaign and association mission.
* Manage social media editorial calendar and post valuable, shareable content regularly, ensuring association is positioned as an industry leader online.

**QUALIFICATIONS**

* Bachelor’s degree preferred
* At least 2 years’ experience in marketing or communications
* Highly driven and results-oriented
* Strong interpersonal skills and excellent customer service required
* Strong communication skills with an emphasis on writing for the web and social media
* Ability to manage multiple projects and meet deadlines on time
* Attention to detail
* Graphic design skills and experience with Adobe Creative Suite required
* Some knowledge of HTML, PHP and Java Script preferred
* Experience working with Content Management Systems, including Drupal preferred
* Knowledge or experience working with Email Solution Providers (i.e., Constant Contact, Magnet Mail)
* Familiarity with customer relationship management systems, specifically Abila netFORUM

GCCA offers a comprehensive benefits package including health insurance, dental insurance, life insurance, and matching 401(K) contribution. GCCA headquarters will be located at 241 18th Street South, Suite 620, Arlington, VA, as of May 1, 2018. Candidates may be required to visit GCCA’s current headquarters, located at 1500 King Street, Suite 201, Alexandria, VA, during the interview phase. GCCA is an EEO employer.

*Interested candidates should submit a cover letter, salary requirements, and resume to* *career@gcca.org**. No calls please.*