

## **Job Description**

**Job Title:** Marketing Operations Manager

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

**Job Category:** Full-time

**Classification:** Exempt/Salary

**Salary:** \$75,000-85,000 annually

### **Summary of Position**

The Marketing Operations Manager plays an integral part in supporting ARRL's product sales, member loyalty and member engagement. Reporting to the Director of Marketing & Innovation this position optimizes the associations marketing processes including data, people, tools, and workflows in support of ARRL's sales and marketing goals. The incumbent will oversee the day-to-day functions of ARRL's Sales and Marketing team, Advertising Sales Manager, and graphic design consultants. In this role you'll be responsible for measuring, evaluating, and enhancing marketing performance.

This position requires a highly organized individual with an understanding of marketing and membership; excellent written and verbal communication skills; a demonstrated ability to effectively multitask while paying close attention to detail; excellent follow-up; commitment to deadlines; being collaborative and enthusiastic. Keen analytical skills are required to lead our analysis and data warehouse requirements, and to create better sales and member tracking metrics across platforms to understand patterns and establish better personalization. Key areas of emphasis include membership, publication and products sales, member loyalty, and member engagement.

This is a full-time, on-staff, on-premises role, based in Newington, Connecticut.

### **Major Duties and Responsibilities**

- Develop, implement, and test strategies and tactics to promote the sale of ARRL products and services to members and customers.
- Identify, design, and document scalable processes that enable the marketing team to be more effective in their daily work and drive alignment interdepartmentally.
- In conjunction with the Membership Manager, develop and implement measurable strategies and tactics to promote ARRL membership (acquisition, retention, and renewal).
- Analyze current marketing initiatives to measure effectiveness and potential for improvement.
- Oversee the creation and implementation of new initiatives based on business needs.
- Serve as marketing project manager for integrated campaigns from inception through execution and measurement.
- Establish the requirements for a data warehouse and develop reports and analysis to support direct marketing activities and optimize marketing performance.
- Manage well-documented, well-planned direct marketing activities and campaigns, executed with outstanding quality and in line with the association's mission and

standards. Ensure processes are predicable (including A/B testing), repeatable (including marketing automation), and reliable. Ensure results are measurable.

- Coordinate and contribute marketing copy and creative design concepts for campaigns, book covers, product packaging, and house advertising. Work with graphic designers to complete designs.
- Collaborate with upper management, establish annual plans, sales forecasts and budgets for the department and manage to those goals.
- Contribute marketing strategies to interdepartmental collaboration, promoting ARRL products, benefits, and services across the organization.
- Oversee the promotion and administration of ARRL's Affinity Benefits Program.
- Stay abreast of marketing, association, and publishing industry trends. Report trends and strategies to senior managers as requested.
- Manage P&L as a KPI. Achieves financial and other operating goals.
- Train, support and manage marketing staff.

### **Expectations**

- Contribute to creating positive energy and fostering a team atmosphere, showing excitement and pride in the team's work, and being accountable for results.
- Maintain adaptability and implement changes quickly and efficiently.
- Generate revenue to meet or exceed sales goals. Identify new sales opportunities and implement strategies to increase revenue.
- Demonstrate the ability to work under pressure and handle a wide variety of activities and confidential matters with discretion.
- Exercise excellent verbal and written communication skills.
- Ability to work both independently and in a team environment, utilizing strong interpersonal skills effectively to interact with a diverse range of people.
- Proactively ensure that all priorities are accomplished, and unplanned items are addressed timely and appropriately.
- Effectively manage multiple tasks and projects and prioritize workload.
- Exhibit the ability to take initiative, follow-through, and close attention to detail.
- Apply critical thinking skills in daily work and interactions with all contacts.
- Ability to strategize based on current and historical data.

### **Knowledge and Skills**

**Experience:** Three to five years of similar or related experience. Marketing and sales experience (retail, wholesale, and e-commerce-including Amazon.)

**Education:** Bachelor's degree in business or sciences and/or 3-5 years of marketing, business, communications, public relations, or a similar field.

### **Interpersonal Skills:**

- The ability to be clear, specific, professional, and courteous in spoken and written communication.
- Courtesy, tact, and diplomacy are essential elements of the job.

- Must be able to interact with a diverse range of people with professionalism.
- Desired qualities include self-confidence, intuition, flexibility, positive attitude, and diplomacy.
- Ability to manage multiple projects and staff, including freelancers and vendors.

**Other Skills:**

- Excellent computer skills, including proficiency with Microsoft Office Suite.
- Understanding of Amateur Radio operations and technology and holding an Amateur Radio license are highly desirable.
- A minimum of three to five years' experience in a management or supervisory position.
- A minimum of three to five years in marketing, sales, association management, or related fields.
- Knowledge of social media, websites and web content management, and other digital marketing platforms as related to product marketing. Experience with association management systems, marketing automation, and customer engagement platforms.
- Knowledge and experience with direct marketing.
- High-level interpersonal skills required. Position interacts extensively with internal and external contacts.
- Understanding of print, digital, and graphic business production.

**Work Environment:** Office Environment with some travel required.

To apply please submit your resume and cover letter to [HR@arrl.org](mailto:HR@arrl.org)