**Title:** Senior Manager / Coordinating Director, Marketing Strategy

**Location:** New York

**Reporting Relationship:** This position will report to the CEO

**Inquiries:** [cfanymarketing@cfany.org](mailto:cfanymarketing@cfany.org)

**Roles and Responsibilities:**

CFA Society New York (CFANY) is looking for an experienced and talented Senior Manager / Coordinating Director of Marketing Strategy. The individual will report to the CEO and will be expected to take responsibility for setting and executing the firm’s marketing strategy.

This is a newly created role within the firm and offers the opportunity to make a significant contribution to the company’s overall marketing efforts and help support the growth of the firm in non-traditional markets. This is a hands-on-role that will require both strategic thinking and execution.

This position is responsible for working with internal groups (Membership, BOD, Programming Committee, Staff Leadership, Volunteer Leadership, etc.) to develop marketing strategies that will highlight value propositions, drive incremental membership, deliver improved member satisfaction, and target new members. The position is also responsible for managing marketing campaigns, managing vendors that assist with marketing, and other various CFANY efforts.

**Specific Responsibilities include:**

* Ownership and overall leadership of marketing and development of a long-term vision and marketing plan for CFANY
* Develop and execute marketing strategies that align with CFANY’s business goals
* Strategic management of channel marketing, creative, marketing communication, and budget management
* Assist with designing unique offerings that will drive increased membership through existing and new programs
* Build strategic working relationships across a number of functional teams (Membership, BOD, Programming Committee, Staff Leadership, Volunteer Leadership, etc.) to facilitate the accomplishment of work goals
* Plan and execute all web, email, social media, print and display advertising campaigns
* Utilize SEO/SEM/PPC tools and build into digital marketing programs
* Oversee the social media strategy for the firm
* Improve usability, design and content of the website by developing a deeper understanding of member and potential member behavior
* Leverage and shape existing content for different market segments and distribution channels
* Evaluate ROI and deliver regular performance reports
* Provide input into the budget process and manage costs within budgeted guidelines
* Responsible for marketing research using internal and external resources Oversee and refine the compilation and reporting of statistical data and analytics
* Writing and proofreading creative copy
* Coordinating internal marketing (for volunteer leaders) and defining Society’s front-facing culture
* Develop reliable and mutually-beneficial relationships with media members

***Preferred Qualification Below***

**Preferred Qualifications:**

* Strong leadership skills
* At least five years of experience in a marketing role, ideally with knowledge of the financial industry
* Ability to manage cross functional teams and complete highly visible projects
* Strategic thinker able to create an impactful marketing strategy that delivers increased membership and engagement from existing members as well as targets new members
* Experience creating and implementing digital marketing initiatives through email, social, print and managing SEO/SEM tools
* Demonstrable creativity and experience in ability to identify target audiences and devise campaigns that engage, inform and motivate
* Experience managing CMS and website design agencies and, ideally, also have experience with CRM, CMS and website projects
* Strong project management skills and an ability to work on multiple projects at the same time
* Highly advanced/effective communication skills, both written and verbal, presenting to various audiences.
* Knowledge of website analytics tools (Google Analytics, etc.) and other third-party software such as Google AdWords
* Experience managing targeted social media campaigns, including paid campaigns
* Creativity and writing skills
* Networking ability