

Title: Director, Marketing
Reports to: Sr. Director, Marketing & Design
Job Type: Full Time
Location: Remote, with some travel expected for MAG events
Application: Submit application [here](#)

Job Summary

The Director of Marketing will build the go-to-market strategy for existing and new programs in collaboration with business teams at the MAG. This strategy must evaluate, develop, and deliver the MAG story in the most effective manner to attract new members and sponsors to attract audiences to relevant MAG products and services.

The ideal candidate will have extensive marketing experience, strong branding expertise, and a proven track record in developing and executing strategies that meet key performance indicators. This role requires a results-driven approach along with a deep knowledge of digital marketing tactics and strategies, and a talent for identifying and delivering compelling narratives to targeted audiences. The candidate should be prepared to collaborate effectively with internal business teams to uncover insights that shape marketing strategies, while also regularly engaging with external members and sponsors. The Director of Marketing will also oversee resource allocation and budget management to ensure the successful execution of the overall strategy.

Responsibilities

- Develop a holistic marketing strategy that supports membership and sponsorship growth and highlights our unique value proposition, by working closely with internal and external stakeholders
- Lead relationships with external vendors that support the evaluation and/or execution for marketing strategies
- Spearhead the execution of marketing campaigns, including test and control group segmentation, testing, tracking, results reporting, analyses, and recommendations
- Develop and track performance metrics and develop and inform approaches to maximize the impact of proposed and executed marketing initiatives
- Oversight of marketing budget through collaboration with internal teams to determine budgetary needs and perform analysis of budget to actual throughout the budget year
- Manage conception, research, development, and implementation of marketing plans and strategy, and promotional programs to drive member and sponsor interest and growth
- Conduct meetings regularly with business teams to review pipeline, resolve challenges, brainstorm possible solutions, and provide training to ensure the team is consistently performing above standard
- Knowledge of agency relations and experience in understanding how and when to seek external vendor support to expand capabilities and increase impact



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Qualifications

- Bachelor's degree (or equivalent) in marketing, advertising, or communications required
- Proficiency with HTML, content management systems, and design software
- Extensive knowledge of Google Analytics, LinkedIn Campaign Manager, SEO/SEM, and Google Ads
- Previous association experience required
- Successful track record in senior marketing role and campaign creation
- Excellent leadership, communication, presentation, and decision-making skills
- Experience in digital and print marketing, content marketing, and both paid and organic social media marketing
- Proven ability to plan and manage budgets
- Commitment to working with cross-functional teams
- Highly organized, able to manage multiple ongoing projects, and deliver on tight deadlines

About the MAG

The Merchant Advisory Group (MAG) plays a vital role in helping merchants and the industry shape innovative approaches to payments. Providing unparalleled collaboration and networking opportunities for merchants and sponsors, the MAG collaborates with industry stakeholders and advocates for merchants' interests. The MAG represents over 195 U.S. merchants which account for over \$4.8 Trillion in annual sales at over 580,000 locations across the U.S. and online. Roughly \$3.5 Trillion of those sales and over 100 billion card payments are electronic which represents approximately 62%* of total U.S. card volume. MAG members employ over 14 million associates.

**Source of Total U.S. card volumes: Federal Reserve Payments Study 2019*

The Merchant Advisory Group is an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, sexual orientation, gender identity, national origin or ancestry, age, disability or veteran status, or other protected status.