

Director, Marketing

Position Title: Director, Marketing

Reports to: Vice President, Marketing

Position Summary:

Will be responsible for the execution of the marketing strategy for AHLA and AHLEF. Will collaborate and support all of the departments within the organization to ensure messaging, branding and design of AHLA communications are consistent and maintain a high level of quality.

Responsibilities:

- Under the direction of the Vice President of Marketing, the Director of Marketing will oversee the management and execution of the marketing and communications strategy for AHLA and AHLEF.
- Will develop and executive promotional plans for a variety of association projects including events, membership and new industry initiatives.
- Will ensure that campaigns and other projects are delivered on time and within budget.
- Will be responsible for overseeing and maintaining the high quality and timely responsiveness of the associations email marketing.
- Will be the go-to resource for all things marketing across departments.
- Will be responsible for developing and executing creative ideas, punching up copy, writing scripts and ensuring high design quality across all campaigns.
- Manage and direct the work of AHLA/AHLEF external contractors to execute the production, design, writing, and printing of communication materials such as:
 - Marketing collateral including membership and sponsor brochures
 - Onsite event collateral including programs and signage
 - Print advertisements or director mail
 - Infographics on industry data and more
- Create, plan, and manage projects that use visuals, video, and/or multimedia storytelling to support AHLA's initiatives.
- Other duties as required.

Education and Experience:

- Bachelor's Degree
- 8-10 years of professional marketing experience; working within a trade association or hotel industry a plus.
- Experience marketing for an association or hotel is a plus

Skills and Attributes:

- Ability to interact effectively with internal and external senior-level executives and their assistants in a professional manner and be proactive in anticipating business and administrative needs.
- Ability to exercise sound judgement to ensure information is held confidentially.
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook). Experience with using email marketing platforms.
- Excellent oral and written communication skills; team player, self-motivation, and position attitude. Detail oriented individual with exceptional organizational and time management skills.
- Ability to prioritize workload and meet multiple deadlines.
- Ability to thrive in a fast-paced environment.
- A proactive approach to problem-solving with strong decision-making skills

Other:

- Position located in Washington, DC
- Ability to travel
- Ability to lift 35 pounds

Interested applicants can apply by sending their cover letter and resume to hr@ahla.com.

AHLA is an equal opportunity employer. We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE