

Marketing Manager



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 Senior Director Marketing, will oversee the management and execution of the marketing and communications strategy for AHLA and AHLEF. Will ensure that campaigns and other projects are delivered on time and within budget.
- Will be responsible to create, design, and distribute email blasts for the membership and events teams to promote events, drive registrations and promote new membership initiatives and updates.
- Create and manage production and campaign calendars for event marketing and other initiatives.
- 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
 - Branded giveaways to distribute at events
 - Infographics on industry data
 - PowerPoint slides for the board of director meetings and other departments
- Create, plan, and manage projects that use visuals, video, and/or multimedia storytelling to support AHLA's initiatives.
- Manage social media advertising campaigns on platforms such as facebook, linkedin, and twitter.
- Manage website updates, including overseeing the production of new content and helping to manage its ongoing development.
- Responsible to manage external vendors such as graphic designers and printers.
- Help manage the quality control of the overall AHLA brand.
- Other duties as required.

Education and Experience:

- Bachelor's Degree
- 3-5 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.

To apply, send cover letter and resume to HR@AHLA.com