

SENIOR MANAGER – MARKETING & COMMUNICATIONS



The Archery Trade Association is seeking a Senior Manager of Marketing & Communications. The position description and application information are as follows:

Primary Supervisor: Director of Marketing & Communications

Percent of Time: Full Time, Exempt with Benefits including, Health and Dental Insurance, 401K, PTO and Life Insurance.

Position Summary: This position supports and executes all day-to-day activities involving marketing and communications efforts for the ATA.

Responsibilities:

- Collaborates with the Director of Marketing & Communications and executes an annual comprehensive marketing strategy for the ATA – including its corporate websites, online community, membership program, and Trade Show – which helps the organization to market the value of these assets.
- Leads, plans, and produces internal graphic design work.
- Leads all Trade Show signage design & production.
- Works closely with the members of the Marketing & Communications Dept. to coordinate marketing strategies, advertising, and communication schedules.
- Assist in executing marketing plans for the following, but not limited to: Membership (Retention, Re-Activation, and Recruitment), Education Programs.
- Collaborates with the Director of Marketing & Communications and executes a comprehensive marketing & communications strategy for Bowhunters United – including its website, online community, and membership program.
- Key contributor in Bowhunters United (BU) membership recruitment.
- Manages and develops relationships with bowhunting industry influencers and executes agreement deliverables for ATA and BU brands.
- Manages Bowhunters United social media profiles from content creation, posting schedule and community management.
- Achieves financial objectives by contributing to preparation of an annual budget, managing expenditures, analyzing variances, and initiating corrective actions.
- Develops, coaches and leads ATA staff members with respect to marketing-related items.
- Serves as point of contact to our Advocacy Action Alert System – an automated email system that provides turnkey advocacy messaging to members to take action on hot topic issues related to bowhunting.
- Assists in copy creation and asset development for projects with design contractor for ATA and BU brands.
- Additional duties as required.

Qualifications:

- Bowhunting knowledge is required.
- Bachelor's degree in Marketing, Communications, or a related field is required.
- 5-7 years of marketing experience in a professional setting.
- 3-5 years of design knowledge (Adobe InDesign, Photoshop).
- Demonstrated experience managing creative professionals (e.g., agency, contractors, etc.).
- Dynamic, task-oriented team player who can personally manage multiple projects from strategy to execution, within deadlines and budgets.

- Ability to work across multiple marketing disciplines and present integrated strategies, including but not limited to print, broadcast, social and digital.
- Demonstrated understanding of brand management.
- Self-motivated and well-organized, with an appropriate sense of urgency to meet multiple deadlines.
- Effective communicator capable of blending creative expression and critical analysis in making compelling recommendations.
- Proficiency with general office software programs.
- Ability to work remotely.
- Willingness to travel (approximately 4-6 times per year).
 - One business trip to last 7 days annually for the ATA Trade Show.

Compensation package is commensurate with experience. ATA is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race/ethnicity, color, religion, gender, national origin, age, sexual orientation, gender identity, protected veteran status, disability or any other category protected by law.

Submission Procedure: Please submit a resume, cover letter, full contact information, salary requirements and three references to alexheiser@archerytrade.org. Submissions without full contact information and cover letters will not be reviewed. Please list "Senior Manager – Marketing & Communications" in the subject line.

The Archery Trade Association is the organization for manufacturers, retailers, distributors, sales representatives, and others working in the archery and bowhunting industry. The ATA has served its members since 1953. We work to increase the recruitment and retention of new, current and once-active archers and bowhunters. We are the driving force in defending, educating, and lobbying for the greater good of the industry and sport. We preserve and promote archery and bowhunting's rich heritage to ensure active consumer participation, and successful manufacturing and retailing for generations to come. The organization also owns and operates the ATA Trade Show, the archery and bowhunting industry's largest and longest-running trade show worldwide.