

Marketing Manager

Company Overview

The Financial Planning Association is the largest membership organization for personal financial planning experts in the U.S. FPA currently has 23,000 members, nearly 16,000 of which are CFP certificates out of a population of close to 70,000 CFP certificants. FPA membership consists of financial planners and all those who support the financial planning process.

Our Primary Aim is to be the community that fosters the value of financial planning and advances the practice and profession of financial planning. FPA's Strategic Directive is to be the recognized and unquestioned professional membership resource and advocate for CFP professionals embracing the concept of "one profession, one designation" as our sole business directive and policy filter.

Position Summary

The Marketing Manager will be responsible for executing FPA acquisition and retention strategies. This person will work collaboratively with the Membership and Marketing Team in conjunction with the Corporate Relations Team to identify, recruit, engage, retain and grow the FPA membership base and evaluate/enhance FPA membership benefits and value. The position will report to the Director of Marketing and Communications.

Primary Duties and Responsibilities

- Develop, manage and support implementation of integrated strategic marketing and tactical plans for FPA's membership, including all acquisition and retention programs for B2B audiences.
- Analyze, segment and manage database to improve content relevancy in campaigns.
- Create, strengthen, and manage customer relationships ensuring a positive experience.
- Promote teamwork and collaborative efforts with functional department leads to achieve membership recruitment/retention goals and objectives.
- Define, establish and manage best-in-class marketing collateral, membership benefits and promotional programs.
- Ensure all marketing materials and messages adhere to brand guidelines.
- Identify and direct campaign goals, performance standards and metrics; analyze recruitment and retention reports and present results to key stakeholders/management team.
- Develop and track membership annual budget and ensure proper billing.
- Travel to various industry conferences, representing FPA and creating relationships with members and non-members.

Knowledge, Skills & Abilities

- The candidate must be focused, a strategic thinker, extremely responsive, creative, proactive, and hands on, with the ability to work with all levels of management.
- Strong analytical skills and problem resolution at both a strategic and functional level.
- Must be able to work through complex issues with a methodical approach.
- Proven reputation for establishing unified vision and collaborative work environment among diverse groups.

- Strong initiative, ability to identify opportunities and independently pursue.
- Strong written and verbal communications skills.
- Must have the ability to build relationships with partner firms, chapters and membership.
- Self-starter with demonstrated capability to work in fast-paced, dynamic marketing environment.
- Ability to work independently and as part of a team.
- Ability to work under pressure with tight deadlines.
- Ability to work on multiple projects simultaneously.
- Must be detail oriented, with exceptional project management skills
- Intermediate MS Office Suite knowledge and usage.
- Must have the ability to learn and work in internal company applications.

Education & Experience

- Ten years of proven marketing experience, preferably in association membership marketing and database management.
- Experience working with cross-functional teams in a fast-paced, highly dynamic environment.
- Experience in all facets of marketing including online, e-marketing, direct mail, web-based, disruptive and social marketing, on-line and face-to-face event experience, with an ability to develop integrated marketing programs incorporating appropriate elements to achieve aggressive membership goals.

Travel & Lifting Requirements

- Approximately 5-10% travel to company conferences and events.
- May need to lift up to 25 lbs.

Submit your resume and cover letter for this position to hr@fpanet.org, Please put your name and Marketing Manager in the subject line (e.g., John Doe – Marketing Manager).