

Project Management Institute New York City Chapter

Channel Marketing Strategist

The PMINYC Marketing & Communications team serves as the voice of the organization and its mission & vision. We position the chapter for success by developing a brand identity that establishes a consistent presence in the community where we can make a positive impact. We'd love to connect with you and to join together in our work driving the growth of our organization as well as promoting visibility, awareness, and engagement in our membership.

Position Description

The role of the Channel Marketing Strategist is to provide the best way to expose PMINYC's products and services to potential customers. If you enjoy learning about the latest digital trends, analyzing data and finding creative ways to market products, then you might consider pursuing a position as a channel marketing strategist!

Responsibilities

Primary responsibilities include:

- Direct the chapter's social media strategy
- Direct the web design and Search Engine Optimization strategy
- Drive search and display ads
- Manage overall campaign strategy and architecture; including loyalty programs, cross-promotions, and guest content;
- Audit, evaluate, and improve current channels as well as develop new channels
- Manage social media manager(s)

Reporting & Communications Structure

This position reports to the Vice President of Marketing & Communications.

Skills & Experience Required

- Open to being trained in new skills.
- Exposure to project management experience at a managerial, executive level.
- Ability to network and initiate conversations with executive/senior management with a view to promoting the New York City Chapter of the Project Management Institute.
- Excellent communication and organizational skills.
- Ability to be a team contributor, tenacious, responsive and be open and accessible, as necessary.



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Commitment Required

- One hour per week.
- Participate in regular bi-weekly team meetings as well as planning sessions required for special projects.
- Attend Chapter meetings and other PMINYC leadership training and functions.

Anticipated Benefits to Volunteer

- Earn PDUs (1 PDU per hour served, - Giving Back Category)
- Build leadership skills and strong networking relationships
- Produce documentable career-enhancing achievements

Contact for Further Information

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