

Project Management Institute New York City Chapter

Director, Marketing Operations

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 primary goal for this role is to enable the PMI NYC Marketing Department to operate efficiently and deliver desired outcomes through people, processes, technology, and data. The ideal candidate is process-driven, detail-oriented, and has demonstrated experience both building and improving operational processes within a world-class marketing team.

Responsibilities

Primary responsibilities include:

- Data analysis and reporting: Track KPIs to support data-driven decision making.
- Track progress of Marketing Initiatives.
- Drive desired results of our marketing projects and campaigns
- Document resources, tasks, timelines, budget, process improvement, and meetings.
- Manage business development pertaining to partnerships and sponsorships.
- Manage visual design: (Graphics, Photography, Videography, and Live Streaming)

Reporting & Communications Structure

This position reports to the Vice President of Marketing.

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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