

Associate Director – Marketing

The American Diabetes Association is seeking a dynamic, results oriented marketing professional to join our Marketing Communications team in the role of Associate Director, Field Marketing. The Associate Director, Field Marketing will provide critical strategic and tactical support to Association market offices in the successful implementation of marketing and promotional strategies to grow local events and programs.

Key Position Responsibilities:

- * Work closely with national and local event and program staff to develop and coordinate acquisition strategies to grow key Association events including Tour de Cure®, Step Out: Walk to Stop Diabetes® and American Diabetes Association EXPO®.
- * Oversee national operations, logistics, quality control, risk management and marketing communications strategies for American Diabetes Association EXPO®.
- * Work closely with national Marketing Communications staff, Executive Directors and local Marketing Communications volunteers to help define and implement strategies and tactics to grow visibility of the Association and the movement to Stop Diabetes® in local communities.
- * Facilitate creation and adoption of tools and resources to enable local markets to effectively implement national marketing communications strategies to increase attendance at and engagement with fundraising and mission-delivery activities.
- * Provide guidance to markets on implementation of and adherence to Association's national brand and message standards.
- * Collaborate with Associate Director, Field Communications to optimize activation of Association's national awareness campaigns including Stop Diabetes, American Diabetes Association Alert Day and American Diabetes Month.

Requirements:

- * 6 to 8 years marketing communications experience
- * Demonstrated experience in B to C marketing and advertising through traditional and digital channels
- * Minimum of four years developing, managing and executing trade shows or conferences.
- * Demonstrated experience in successfully implementing integrated, multi-channel marketing plans in support of a brand, product or service
- * Proven ability to successfully manage cross-functional teams
- * Customer-centric, results-oriented individual with dynamic interpersonal skills
- * Creative thinker with top-notch written and verbal communications skills
- * Agency experience a plus

- * Bilingual Spanish and English written and oral communications skills are desirable
- * Bachelors Degree in marketing, business management or related field required

This position is located in our home office in Alexandria, VA and reports to the Managing Director, Integrated Marketing.

** Please see all of our Marketing positions at: <http://careers.diabetes.org>

An equal opportunity employer.
“Together we can Stop Diabetes”