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Position: Marketing Project Manager
Location: Colorado Springs, CO
Type: Full-Time
Reports To: Marketing Director
Wage Status: Exempt

The Association: The National Strength and Conditioning Association (NSCA) is accepting applications for the position of Marketing Project Manager. We are an equal employment opportunity employer. Applications will be accepted until the position is filled. The NSCA is a non-profit 501(c)(3) professional membership organization with more than 42,000 members worldwide. The NSCA's mission as the worldwide authority on strength and conditioning is to support and disseminate research-based knowledge and its practical application, to improve athletic performance and fitness.

Basic Functions:

The Marketing Project Manager provides project management for all marketing projects, internal client relationship management, and implementation of marketing strategies. This role is an integral part of the marketing team that serves as the main point of contact for internal departments to interact with the marketing team.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Specific Responsibilities:

- Provides project management oversight of all marketing projects including kick-off meetings, information gathering, and oversight of marketing deliverables.
- Responsible for maintaining the project management tool (Jira) to manage project workflow and increase effective communication to the marketing team and internal departments.
- Coordinates with channel (e-mail, social, etc.) owners to ensure the marketing plans are implemented and tracked on the communication channel calendars.
- Oversees routing of marketing materials and obtaining signoffs.
- Manages internal client/department relationships, delivering marketing solutions while maintaining good rapport.
- Collaborates with the Marketing Director on marketing strategies, providing insights from other campaigns and determining the timing for the marketing tactics for each channel.
- Collaborates with the creative team on the direction of campaign materials to ensure creative execution accomplishes established strategy.
- Oversees external contract copy writers to deliver copy for each campaign and its associated channels.
- Ensures marketing efforts align and fully leverage the Brand Identity.
- Collects and presents campaign results to help determine the effectiveness of marketing initiatives.



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- Collaborates with Marketing Director to create and manage the marketing budgets for each campaign.
- Travels to national events and trade shows to execute event campaigns and gain insight on current strategies.

Qualifications:

The successful candidate will exhibit strong organizational and communication skills, exhibiting a balance between big-picture and detail-oriented thinking. They will be self-motivated willing to take on a challenge, research, learn and provide potential solutions.

The Marketing Project Manager will need to be adaptable, think toward problem solving, and

- Minimum of a Bachelor's Degree in Marketing or related field.
- 5+ years of marketing experience to include both project management as well as client relationship management.
- Strong project management background essential.
- Demonstrates experience managing multiple projects simultaneously and delivering quality marketing materials on time.
- Experience in managing client relationships, able to negotiate and balance the client's needs, marketing team's capacity, and the strategic direction of the association.
- Experience with giving direction for marketing copy.
- Excellent writing, grammar and communication skills.
- Must be proficient with Microsoft Office software.
- Experience working with project management/tracking programs preferred.
- A passion or interest in strength and conditioning or fitness a bonus.

Travel: approximately 15%

Other Duties:

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

To Apply: Apply online at <https://recruiting.paylocity.com/recruiting/jobs/List/3829/National-Strength-and-Conditioning-Association>