Vice President, Marketing and Communications
Location: Washington, DC
Type: Full Time/Exempt

Our Mission and Community
Become a part of the team at the American Society of Interior Designers as we continue to innovate for the benefit of our members in the interior design profession and industry. ASID represents 25,000 members across all disciplines of interior design including professional practitioners, students, manufacturers, suppliers, and others engaged in the profession and industry.

The belief that connects and motivates us all is that Design Impacts Life. In 2016, our team of 30 moved into our new headquarters in downtown Washington DC. This new and innovatively designed office space is LEED Platinum and WELL Platinum certified and supports the health and well-being of our employees while improving our organization’s productivity, engagement, and retention.

Summary
The Vice President is responsible for elevating ASID’s brand in the marketplace by developing and executing integrated marketing, public relations and communication strategies. Specifically, the VP will, in alignment with the Association’s strategic plan, set the direction for all communications, marketing and PR initiatives using advanced analytics and other sources of insight to inform direction and positioning. The VP knows how to break through the noise and drive a message using emerging communications platforms and digital strategies to increase revenues, audience and earned media.

Responsibilities
- Develop and implement innovative marketing strategies to increase ASID brand awareness with a goal to increase customer base and program attendees.
- Work with internal stakeholders to develop and implement a comprehensive recruitment and retention strategy for all membership categories (practitioners, students/educators and industry partners).
- Oversee writing, design and production of all ASID materials (print, digital and web-based) including research reports, newsletters, e-blasts, bi-monthly magazine, event materials and marketing collateral.
- Manage brand identity at industry trade shows and association events ensuring consistent, design appropriate presence to increase ROI on activations.
- Engage, cultivate, and manage trade and mainstream media relationships by writing persuasively, pitching effectively and building strong relationships with top-tier reporters, columnists, producers, social media influencers and bloggers. As required, prepare talking points, speeches, presentations and other supporting materials for CEO, other VPs and Board Members.
- Create a system-wide reporting function that tracks, measures and analyzes performance on all marketing and communications plans.
- Lead a staff team, manage vendor relationships and participate on volunteer committees or task forces.
- Provide for project schedules, budgets, financials, metrics, and data management.
- Visit member communities speak at and/or attend events and prepare Board reports as required.
Qualifications

- Minimum of a Bachelor’s degree in communications, marketing, or related field.
- 10+ years of leadership, preferably in association/non-profit space, with a focus on brand management through strategic marketing, media relations and communications; a proven track record of increasing members/customers and building engagement and reach in creative ways.
- Highly capable writer and/or publisher, with a refined ability to convey an idea coherently, concisely, and compellingly. You believe that grammar matters, and spelling mistakes don’t occur in anything you send out.
- You are a natural when it comes to proactively building relationships with trade and mainstream media outlets and in successfully positioning subject matter to achieve high-impact placements.
- You keep an eye on ‘the big picture’ but understand that it is essential to capture the details; you understand how to use segment marketing to deliver the same product/program to different audiences.
- You can both analyze a situation for its key elements and think creatively about how to re-organize them into a better solution.
- Blogs, Podcasts, AI and whatever comes next; we are anxious to hear how you stay ahead of and assess the right time to embrace emerging technologies to achieve success.
- You have a strong customer service orientation, with the ability to actively listen, elicit information, comprehend customer issues/needs and recommend solutions; ability to navigate and respond to sensitive/difficult situations.
- You have a track record of success in management roles at entrepreneurial organizations with expected growth strategies.
- You have demonstrated experience successfully partnering cross-functionally to achieve outcomes.
- Flexible, motivated, creative, innovative and goal-oriented.
- Preferred familiarity or involvement with the interior design profession and/or related industries or capability to become prominent member of the community.

To apply, please submit a cover letter with salary requirements and resume to jobs@asid.org. Applications without all submission requirements will not be considered.