**Job Posting: Director of Marketing & Membership**

CFA Society New York (CFANY) seeks an accomplished marketing professional to advance the Society’s membership growth and to drive increased engagement across CFANY’s portfolio of content and programming. Reporting to the CEO, the Director of Marketing & Membership is accountable for:

* Developing and implementing marketing strategies in support of Society’s member and constituent engagement goals, and associated revenue goals.
* Directing the Society’s Member support programs and activities, including membership renewals and acquisitions.
* Maintaining and growing positive brand visibility for the Society.

The Director is a key member of CFA Society New York’s leadership team and will lead marketing efforts to promote the value of Society programs and offerings to its members and constituents in the New York City market and globally. The Director will work collaboratively with the CEO, CFANY staff and volunteer leaders to understand member and constituent needs and Society value propositions, and to develop effective marketing campaigns that connect members / constituents with CFANY’s value. The Director’s key functions and responsibilities include:

* Creating effective, multi-channel marketing plans to promote and drive engagement with the Society’s portfolio of content and programs, including launch of new products and initiatives.
* Authoring key messaging and copy, and expertly guiding message placement and promotion of messaging across media in support of the Society’s mission and business goals.
* Designing outreach and promotion campaigns to drive robust, quality participation in the Society’s programming, events and professional learning offerings.
* Proactively guiding and partnering with volunteer leaders to drive Member value and the growth of membership programs.

The successful candidate must have a proven track record of designing and implementing marketing strategies that generate revenue and deliver value to members, customers and constituents. Desired candidate experience and attributes include:

* Bachelor’s degree or higher.
* Minimum 10 years professional experience in marketing, with the majority of that experience in marketing for professional societies and/or membership-based not for profit associations. Knowledge of and experience with the CFA professional designation and the New York City financial services market highly desired.
* Demonstrated success in developing and implementing successful marketing strategies and programs focused on both revenue generation and customer engagement. Marketing experience must include effective use of integrated web, email and social media campaigns.
* Strategic thinker with strong research and analytical skills. Demonstrated ability to successfully leverage customer data to drive effective retention and engagement strategies. Ability to combine data-driven approach with creativity to identify target audiences and devise campaigns that engage, inform and motivate these audiences to great action with the Society.
* Strong leadership and project management skills, with the ability to work on multiple projects at the same time.
* Excellent written and oral communication skills. Must be comfortable with all aspects of leading and overseeing message development, writing copy for marketing campaigns, and/or copyediting.
* Must have an exceptional work ethic, and ability to collaborate with CEO, staff team and volunteer leaders to turn ideas into impactful actions. Must act with the highest level of trust and sound judgement.
* Experience with SalesForce (or similar CRM), Google Analytics and with Microsoft Office.

CFA Society New York (CFANY) has been a leading forum for the investment community since 1937. The mission is to serve all members and investment professionals' needs and educate the investing public. We provide the premier forum for exchanging information among investment professionals, corporate management, and other interested members and strive to maintain an active leadership development program, career assistance, and continuing education. We encourage the pursuit of high standards of ethics and professional conduct and promote integrity and professionalism. Today, with a community of more than 12,000 members, CFA Society New York is the largest of the 150+ societies that comprise CFA Institute worldwide.

To apply, please send a cover letter, resume / CV, LinkedIn profile link, writing sample and compensation expectations to: [jobresumes@cfany.org](mailto:jobresumes@cfany.org)