

CTBUH Director of Marketing & Communications

With 100,000 people moving into cities across the globe every day, the 21st century will truly be the century of the city. Humanity's continued existence on this planet will rely on our ability to transform cities into dense, livable centers of innovation that reduce both land consumption and energy needs. In order to accommodate an additional 2.5 billion people in the world's cities by 2050, the shapers of our urban landscapes will require guidance through access to expert research and resources that promote best practices for smarter cities. This is why the Council on Tall Buildings and Urban Habitat's (CTBUH) mission is critical to promoting a better urban future.

CTBUH seeks a Marketing & Communications Director to promote, develop, and enhance the organization's offerings for members, while growing its membership into the future. The Director will be a highly skilled and results-oriented strategist with extensive experience delivering a full range of marketing outputs, communication plans, and messaging solutions. Through the development of a robust marketing strategy, they will elevate CTBUH's profile and advance its organizational goals and long-term strategic plan. If you know what makes people and companies tick and want to deliver solutions that make a difference, we would like to meet you.

KEY RESPONSIBILITIES:

- Working closely with internal and external stakeholders, create an effective and efficient marketing strategy focused on driving audience growth for CTBUH's products and services.
- Develop and implement a comprehensive marketing plan that will drive the growth of the Council's membership base and increase the number of engaged companies from the tall building / urban industry, while prospecting opportunities for new disciplines to join the conversation.
- Increase visibility, sales, and absorption of all CTBUH products (digital and physical), including technical publications, research results, data studies, event outputs, and other items that substantiate the Council's industry authority.
- Broaden the level of engagement around annual CTBUH Conferences; securing greater overall attendance, incorporating the involvement of a greater cross-section of companies, and generating international interest in the content presented.
- Arm the business development and sales professionals with compelling value statements and top-quality branding, materials, and collateral elements; use key performance metrics and tracking tools to provide market research that translates results into actionable insights.
- Explore new areas of growth for the Council in accordance with its long-term strategic plan, including generating interest in the organization from the general public, amplifying its presence on social media, and solidifying meaningful partnerships with parallel organizations.

REQUIRED QUALIFICATIONS:

- Minimum five years of relevant experience leading the communications, marketing, social media, and public relations activities of a high-growth organization in the building industry.
- Bachelor's degree in marketing, advertising, communications, or a related field is required; Advanced degree preferred.
- Strong leadership, organization, project management, analytical skills, oral and written communication skills, and a proven ability to develop and manage budgets.
- A self-starting attitude with the ability to manage multiple concurrent projects, with an attention to detail and a commitment to quality and timely execution.
- Excellent interpersonal skills with the ability to operate effectively in a shared leadership environment, while working collaboratively in cross-functional teams and with external stakeholders.
- Proficiency with Microsoft Office and CRM and CMS Systems.

HOW TO APPLY:

If interested in applying for this position, please send a resume and cover letter to careers@ctbuh.org.