

Director of Marketing and Communications

ABOUT CTBUH

The Council on Tall Buildings and Urban Habitat is a nonprofit organization dedicated to smarter, more sustainable cities and a more viable future for global populations. CTBUH convenes the shapers of cities, providing the knowledge and resources that will transform cities into dense and livable centers of innovation.

WHO WE'RE LOOKING FOR

We are recruiting a senior-level marketing and communications leader to join our team. The person filling this critical role is responsible for the content strategy for all CTBUH channels to maximize engagement, impact, and revenue. The Director is responsible for creating a marketing infrastructure to expand the membership and customer base for CTBUH in 2021, laying the groundwork for future growth while meeting revenue targets for CTBUH programs and products. The Director ensures that staff resource is allocated appropriately across departmental functions and that processes for marketing and communication activities are conducted as effectively as possible. As a member of the senior management team, the Director fosters a positive working environment and demonstrates a high degree of accountability and integrity. This position reports to the COO.

POSITION LOCATION

CTBUH is headquartered in Chicago, Illinois, with offices in Italy and China. This position is located in Chicago. Currently, staff are working from home due to the pandemic.

ESSENTIAL RESPONSIBILITIES

- Create and implement a staged marketing plan, beginning with development of a marketing infrastructure that will support member growth and engagement and enlarge the audience for CTBUH membership and products
- Develop a strategy for CTBUH content development and dissemination, including books, journals, skyscraper database, website, social media, and marketing and conference materials; develop a plan for managing the CTBUH content lifecycle
- Oversee staff responsible for development of publications, ensuring that processes are executed effectively; oversee fulfillment of CTBUH books and journals
- Have ownership for the CTBUH website, working with staff cross departmentally; champion user experience among staff; use website analytics to identify areas for improvement
- Set revenue targets for products and publications in concert with COO and CEO; develop multi-channel marketing plans for all CTBUH products and events to drive conversions and meet revenue targets; regularly report on effectiveness of marketing efforts
- Develop social media strategy; identify channels best suited for CTBUH audiences; ensure coordination of social media efforts with marketing activities
- Working alongside the head of the membership team, develop and implement a strategy for year-round member engagement that results in high rates of renewal
- Ensure media inquiries are handled appropriately; develop media relations strategies to promote CTBUH and its thought leaders
- Identify high-visibility opportunities for the CTBUH CEO and volunteer leaders that contribute to CTBUH brand identity and authority

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- Use marketing analytics to inform strategies and tactics, identify areas of weakness or opportunity, and inform resource allocation
- Serve as the brand guardian for CTBUH, ensuring that the look, feel, and voice of the organization are consistently reflected in all channels and align with the needs of CTBUH's core audiences; maintain editorial style guide and ensure it is adhered to
- Actively manage department finances to ensure projects stay within budget; develop annual budget for department
- Work collaboratively as a member of the senior management team; contribute to creating a positive work environment for all staff

REQUIRED QUALIFICATIONS

- At least five years of experience in a managerial role overseeing marketing and communications
- Expertise with marketing analytics and marcom technologies like automation and AI
- Excellent project management skills, able to manage multiple priorities at once
- Performance driven and works well in a fast-paced environment
- High attention to detail
- Excellent communicator
- Entrepreneurial approach to work

PREFERRED QUALIFICATIONS

- Experience with B2B marketing and global audiences, including China
- Building industry expertise
- SEO/SEM
- Familiarity with Salesforce and Pardot
- Familiarity with Laravel
- Nonprofit work experience

EQUAL OPPORTUNITY EMPLOYER

We believe at CTBUH that our work benefits from the diverse perspectives of our staff and the community we serve. We encourage applicants to review our diversity statement at ctbuh.org/edi-committee-statement.

CTBUH provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

HOW TO APPLY:

Qualified applicants should send cover letter, resume and three examples of projects to: careers@ctbuh.org.