

## 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 an innovative marketing and communications leader to join our team. The person filling this critical role is responsible for expanding CTBUH's use of digital marketing to increase engagement, impact, and revenue. The Director is an excellent project manager, ensuring that resources are allocated appropriately to deliver initiatives on time. 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, with the opportunity to work from home two days a week (Wednesday and Friday).

### COVID POLICY

CTBUH has returned to working in the office. All CTBUH staff are strongly encouraged to be up-to-date on their COVID vaccine.

### ESSENTIAL RESPONSIBILITIES

- Oversee staff and vendors in design, editorial, and marketing, ensuring that workflows run smoothly and effectively. Manage projects, including publications, campaigns and event collateral, meeting deadlines.
- Have ownership for the CTBUH website, working with staff cross departmentally; champion user experience among staff; use website analytics to identify areas for improvement.
- Expand CTBUH's use of digital marketing to engage audiences and drive conversions; use analytics to inform strategies and tactics. Serve as go-to resource within CTBUH on best practices. 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.
- 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.
- Work collaboratively as a member of the senior management team; contribute to creating a positive work environment for all staff.

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## REQUIRED QUALIFICATIONS

- At least three years of managerial experience in marketing and communications
- Digital marketing expertise
- Excellent project management skills, able to manage multiple priorities at once
- High attention to detail
- Excellent communicator

## PREFERRED QUALIFICATIONS

- Experience with B2B marketing and global audiences, including China
- Building industry expertise
- Familiarity with Salesforce and Pardot

## 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](https://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.

## TO APPLY

Send cover letter, resume, and three examples of projects to [careers@ctbuh.org](mailto:careers@ctbuh.org).