



## **Director of Marketing**

### **Summary:**

The Director Of Marketing is responsible for marketing Tewksbury Business Association as a Business Networking Association and the Chamber of Commerce as a business advocacy organization. Responsibilities of this position include the development, sales and management of programs related to this key objective.

### **ESSENTAL DUTIES AND RESPONSIBILITIES:**

1. Establishes marketing goals; develops and executes strategic marketing plans and programs.
2. Communicates and collaborates with outside marketing and advertising agencies on projects and campaigns as required.
3. Develops and implements marketing, public relations, promotional and advertising plans; serves as consultant to Tewksbury Business Association (TBA) to deliver effective marketing solutions.
4. Oversees the Association functions.
5. Develops and implements strategies to effectively generate positive marketing growth for Tewksbury Business Association.
6. Develops, coordinates and implements brand marketing and image development for the TBA, and Chamber of Commerce.
7. Utilizes multi-media, multi-level communications and technology to accomplish marketing plans; utilizes multiple databases for targeted marketing and advertising campaigns.
8. Promotes and executes advertising, public relations and marketing plans for community celebrations and signature community events as defined by the Association and Chamber leadership.
9. Assists with developing marketing, advertising and promotions budgets.