JOB OPPORTUNITY

Director, Strategic Marketing and Business Development

Position Objective:

The Director, Strategic Marketing and Business Development will be responsible for the continuing transformation of 92Y to a brand-driven institution, ensuring ongoing expansion of its reach and preservation of its competitive edge. Through effective and compelling Marketing activities and the successful execution of innovative business development strategies, the job holder will be accountable for the ongoing communication of the institution’s mission, increased growth, as well as contributing effectively to 92Y’s ongoing commercial viability.

Essential Functions:

- Accountable for the provision of an effective, full marketing service, including advertising, promotion, web services, CRM and public relations to all Programming Centers.
- Continue to develop and improve the institutions overarching brand strategy to ensure continuing alignment to the goals and initiatives of both internal and external constituents as well as building brand equity.
- Responsible for the provision of information to help support, inform, influence and inspire the business development of institutional programming, in part, by continuing to develop the knowledge of the patron base that 92Y serves.
- Help establish, develop, synergize and maintain the relationship and business culture between 92Y’s Marketing and Programming departments, including the shared accountability between those two areas.
- Enhance customer engagement by growing brand awareness and by assuring that audience knowledge is continuously deepened by the 92Y experience.
- Leverage brand communications strategy by aligning messaging and image across all levels of marketing, sales and customer service, programming, development and operations.
- Improve and extend promotion of 92Y’s products and services by adopting and utilizing a marketing and business development policy that focuses on increased understanding of, appreciation of, and commitment to all aspects of the 92Y brand thus multiplying the impact of the investment in marketing.
- Develop and apply formal measurement to demonstrate actual increased customer retention and growth in market share as well as leveraging analytics as an asset.
- Establish process and information flows that facilitate knowledge-sharing and ensure that expectations and performance metrics are continually communicated whilst fostering a culture of supported accountability.
- Prepare and successfully manage an annual budget reflecting the fiscal value of human, material and cash resources utilized in the operation of the department, with a particular focus upon insuring early anticipation and correction of monthly and period variances to prevent a year-end closing that differs from the approved budget.
Develop and support a skilled, productive staff that works positively and collegiately through cooperative structures and that perceives equitable treatment in all aspects of the working relationship in order to build a positive climate of respect and appreciation for the work performed.

Institutionalize, maintain and renew management systems that protect the quality of the departments operations by developing accurate operations that lead to the continuous improvement of all practices.

Provide informed ideas and recommendations that will shape and enhance the future of 92Y as an institution of distinction and renown when participating on management panels, task forces and / or advisory groups.

**Education/Affiliations:**

- Bachelors degree with Masters Degree preferred

**Skills and Experience Required:**

- Ability to demonstrate a broad and in-depth knowledge of the full range of marketing disciplines including, advertising, promotion, web services, CRM and public relations;
- Over 15 years experience gained through increasingly responsible management positions within marketing or business development;
- A minimum of 5 years recent experience as the top Marketing or Business Development executive of a company with at least 500 employees;
- Critical and analytical thinking capability – can identify and solve problems creatively, quickly and effectively;
- Confident approach to work with the ability to actively and diplomatically disagree;
- An excellent communicator, both oral and written;
- Team player and proven team builder accompanied by strong facilitation skills
- Ability to establish credibility and be decisive along with the ability to recognize and support the organization’s preferences and priorities.

**Hours of work:**

40 hours per week, Monday to Friday, with flexibility in schedule needed to meet deadlines and attend various programs and events.

If you are interested in applying please email a cover letter and resume, Strategic Marketing as the subject heading, to Humanresources@92Y.org or by fax on 212-415-5490

**WE ARE AN EQUAL OPPORTUNITY EMPLOYER**