

AMERICANS FOR PROSPERITY FOUNDATION®

2111 Wilson Boulevard, Suite 350 • Arlington, VA 22201 • 703.224.3200 • Fax: 703.224.3201

POSITION DESCRIPTION

Position Title:	State Marketing Manager	Department:	Marketing
Reports To:	Director of Marketing	FLSA Status:	Exempt
Location:	National Office, Arlington, VA	Date Written:	September 1, 2010

SUMMARY:

The state marketing manager will act as the primary liaison for state marketing by facilitating interaction and communication between state and national office staff. Marketing will include; event and member recruitment, message tailoring for state chapters and development of state materials. The manager will oversee the strategic planning of the marketing campaigns, placement of advertisements, and analysis of results. Please note, the ability to travel domestically at least one week a month is required.

ESSENTIAL RESPONSIBILITIES:

- Place online, print, radio and television ads, execute email advertising and auto calls for states chapters
- Manage multiple vendors or agencies to place advertising
- Schedule and run state based tele-town halls
- Write copy for radio advertisements and email prospecting
- Work directly with the database coordinator on list segmentation and data updates
- Manage relationship with state directors and state staff through consistent and constant communication
- Coordinate with marketing manager on copy and design of state based marketing materials
- Perform other tasks and special projects to assist the director of marketing as needed

POSITION REQUIREMENTS:

- Two plus years of professional experience within marketing or advertising
- Proficient in Microsoft Word and Excel programs. Working knowledge of Adobe Suites CS2 or higher and video editing software, i.e. Windows Movie Maker or iMovie.
- Strong attention to detail and excellent problem solving and organizational skills

- Excellent time management and the ability to prioritize in a fast-paced, deadline-driven environment
 - Ability to travel domestically for up to a week for state events.
 - Willingness and desire to work independently, as well as collaboratively, and to take on additional responsibilities
 - Integrity, humility, and an entrepreneurial attitude
 - A positive attitude and an earnest interest in providing good customer service to our state chapters, members, and partners.
 - A firm commitment to advancing every individual's right to economic freedom and opportunity through free markets
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GENERAL:

Americans for Prosperity Foundation (AFP Foundation) is a 501(c)(3) organization of citizen leaders committed to educating consumers, business owners, and the general public about the value and operation of an open and market-oriented economy that is free of government interference. **Americans for Prosperity** (AFP) is a 501(c)(4) grassroots organization committed to educating and mobilizing citizen leaders interested in understanding and helping solve America's most pressing policy problems while championing the principles of entrepreneurship and fiscal and regulatory restraint.

TO APPLY:

Please submit a cover letter, resume and salary history/requirements to: Heather de la Riva at hr@afphq.org with the position title in the subject line. AFPP is an equal opportunity employer. No phone calls please.