Are you ready to put your talents to work and make a positive difference by joining our team in “The Loop” section of the City of Chicago to support 215+ college store Members and 100+ Vendor Partners in the fast-paced and dynamic collegiate retail industry?

The Independent College Bookstore Association (ICBA) Director of Marketing & Communications (DMC), reporting to the CEO, is responsible for promoting ICBA to all stakeholders and contributing to the achievement of ICBA’s goals and objectives by developing, implementing, and enhancing organizational messaging through all communication channels. The DMC integrates multi-channel marketing, advertising, public relations, social media, website, trade show participation, and online & offline content/educational programs to strengthen the ICBA brand, increase Member engagement, and deliver maximum value to key stakeholders. The DMC plays a major role in the development and execution of the annual ICBA Conference.

The DMC works closely with the CEO & ICBA Staff to strengthen Member and Vendor Partner relations and to ensure that ICBA’s goals and objectives are met. The DMC monitors industry trends, identifies opportunities to deliver value to Members, and maintains effective communication with ICBA Members and Vendors. The DMC serves as the principal contact and liaison for third-party service providers that contribute to ICBA’s brand management and communication efforts. The DMC develops educational programming and consultative guidance to help Members become more effective in marketing their stores to their campus customers.

The DMC may also represent ICBA at industry events and related conferences & will perform common administrative functions as required in a small, but active organization.

As an organization, ICBA is committed to vigorous and appropriate action to ensure that all decisions are made without discrimination, harassment, or prejudicial treatment because of race, ethnicity, religion, national origin, gender, sexual orientation, gender identity/expression, age, disability, or protected veteran's status. View ICBA's Diversity, Equity, & Inclusion Statement & Commitment.

RESPONSIBILITIES

Director of Marketing & Communications Key Functions

- Work with CEO to develop both the strategies & tactics to implement effective communication strategies for the ICBA brand.
- Write, edit, proofread, design, and format messaging/collateral/materials for all communication channels.
- Ensure ICBA messaging aligns with ICBA values, reflects industry best practices, and is consistent across all channels (including development of an internal-use “Style Guide,” PowerPoint templates, logos, etc.).
• Identify and ensure important activities, news, and relevant industry information are disseminated to ICBA Members and all target audiences through appropriate channels.
• Manage and optimize social media strategies and opportunities to engage Members & Partners with ICBA.
• Identify and utilize new technologies or techniques to attract and engage ICBA Members, Vendors, and other stakeholders.
• Manage and update ICBA’s WordPress website, both public pages and the Member & Vendor dashboards.
• Regularly assess and measure the effectiveness of ICBA communications, examining how Members and Partners perceive and interact with the ICBA brand and its programs and services.
• Develop programs and services to help Members increase marketing competency and to market their stores more effectively
• Develop and implement Member & Vendor feedback mechanisms as needed (e.g. surveys) to track satisfaction, trends, feedback, and preferences.
• Coordinate use of platforms for virtual education, networking, and internal meeting use
• Represent ICBA at related conferences and events.
• Serve as the primary contact for 3rd party partners that relate to ICBA Marketing & Communications initiatives.

ICBA Education & Networking
• Coordinate with the CEO, Vice President of Membership & Operations, and Membership Manager to increase Member engagement and participation as it relates to ICBA’s online & offline education programming.
• Work with the CEO to develop, manage, & produce a series of educational webinars on relevant topics impacting the industry.
• Research, develop, and present education content to help Members improve their Marketing programs and execution, including identifying and onboarding external educators, presenters, or speakers.
• Develop and maintain connections with ICBA Member Store Marketers to better understand their needs and challenges.
• Maintain archive of ICBA educational assets
• Coordinate/manage ICBA Networking activities (e.g. Store2Store, Buyer2Buyer, and Marketer2Marketer Networking Discussions on Zoom (or other virtual platforms)
  - Coordinate/facilitate Member collaboration at the ICBA Conference & throughout the year)

ICBA Annual Conference Responsibilities
• Participate in overall Conference planning, production, & execution.
• Oversee ICBA Conference digital tools, including the website, attendee hub, and app design, deployment, and integration.
• Coordinate and manage AV and production needs, on-site signage, printed collateral and materials, and presenter coordination.
• Ensure that Conference presentations meet ICBA specifications and manage the collection and distribution of presentations and video recordings to appropriate audiences.
• Research, develop, and produce Marketing Track content, including identifying and onboarding potential educators, presenters, or speakers.

ICBA Vendor Relations and Collaborative Efforts
• Support ICBA’s efforts to develop and maintain healthy Vendor relationships.
• Work with the Vice President, Programs & Services and Vendor Programs Manager to coordinate launches, develop marketing/advertising vehicles, and promote Vendor Programs to increase Member utilization.

Qualifications and Required Skills
• Bachelor’s degree or equivalent, preferably in marketing, communications, journalism, or related field
• 4+ years of relevant marketing communications experience
• Proven copywriting, design, and editing experience
• Excellent written and verbal communication and presentation skills
• Experience managing social media communications using multiple platforms
• Proficiency in MS Office, Content Management Systems, website development, digital marketing applications, and video conferencing platforms
• Working knowledge of HTML, WordPress, WordPress plugins, and Google Analytics
• Working knowledge of the Adobe Creative Suite, particularly Photoshop, Illustrator, InDesign, and Premiere
• Experience building campaigns and managing audiences in Mailchimp or similar email marketing platform
• Familiarity with building, distributing, and interpreting data from online surveys
• Familiarity with hosting and leading interactive meetings or webinars on Zoom or similar video conferencing platform
• Ability to travel for business purposes 3-5 times per year (ranging from 3-9 days per trip)
• Strong customer service and interpersonal skills
• Ability to effectively work under pressure, set priorities, & manage concurrent projects
• Willingness to accept responsibility for the complete life cycle of projects
• A self-starter with high standards of performance
• Ability to deliver results on time and on budget

About the Independent College Bookstore Association
The Independent College Bookstore Association (ICBA) is a not-for-profit trade association with offices in “The Loop” section of the City of Chicago, providing programs and services to 215+ college store Members and 100+ Vendor Partners in the U.S. and Canada. Founded in 1927, ICBA provides educational programs, industry benchmarking and trend data, collaborative networking forums, and negotiates “preferred terms” with Vendor Partners to help Member Stores achieve success and effectively compete with individual and chain retailers and e-tailers.

Apply Now
Please submit a resume as well as a cover letter outlining the ways your experience and skills align with the position description to Careers@ICBAINC.com.