
Product Marketing Director

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OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communications technology (ICT) profession. Our vision is to be the preeminent ICT resource for the connected world with focused values in integrity, service, and excellence.

SUMMARY

The Product Marketing Director at BICSI is a strategic leader responsible for developing and executing comprehensive marketing campaigns that drive awareness, engagement, and growth across BICSI's products and services. This individual will oversee the strategic planning and execution of marketing initiatives, with a strong emphasis on digital marketing, emerging trends, and leveraging AI technologies to optimize marketing strategies. The Product Marketing Director will manage a team of content creators, ensuring cohesive messaging and alignment with organizational goals.

SUPERVISORY ROLE

The Product Marketing Director leads and manages the marketing team, overseeing the development, execution, and quality of BICSI marketing campaigns and projects. This includes supervisory responsibilities in accordance with BICSI's policies and applicable laws, including talent acquisition, training, performance management, and addressing personnel issues.

DUTIES/RESPONSIBILITIES

To perform this job successfully, the individual must be able to execute the following essential duties satisfactorily. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

- **Strategic Marketing Leadership:** Develop and implement multi-channel strategic marketing campaigns to support BICSI's products and services. Ensure marketing initiatives align with organizational goals and market opportunities.
- **Digital Marketing Expertise:** Lead digital marketing efforts, including SEO/SEM, social media, email marketing, and programmatic advertising. Integrate AI-driven tools and strategies to improve targeting, personalization, and campaign effectiveness.
- **Emerging Trends and Innovation:** Stay informed on industry trends, with a focus on digital marketing innovations and emerging AI technologies. Leverage these insights to keep BICSI at the forefront of marketing best practices.
- **Team Management:** Oversee and mentor the marketing team, including hiring, training, and performance evaluation. Foster a collaborative and innovative environment within the marketing team.
- **Project Management:** Participate in long range planning activities; suggest improvements in procedures, methods, and cost controls.
- **Market Research:** Conduct market research to identify target audiences, customer needs, and opportunities.
- **Content Creation:** Oversee and manage the production and coordination of all internal and external communications, including but not limited to marketing, advertising, PR, sales, news articles, press conferences, presentations, speeches, promotions, and marketing/communication events.
- **Message Development:** Supervise the creation and curation of content to ensure consistent, high-quality messaging across all platforms and campaigns. Align content strategy with BICSI's brand and organizational priorities.
- **Brand Consistency:** Maintain brand integrity and consistency across all channels, products, and initiatives, ensuring adherence to established brand guidelines.
- **Performance Measurement:** Define and track KPIs for marketing campaigns. Analyze data to evaluate effectiveness and inform decision-making for future strategies. Present insights and recommendations to leadership.

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- **Cross-Functional Collaboration:** Partner with internal teams, including product development, membership services, and event planning, to ensure marketing strategies align with organizational priorities and enhance customer engagement.
- **Stakeholder and Vendor Management:** Manage relationships with external agencies and vendors to execute large-scale campaigns and initiatives effectively.
- **Creative Production Oversight:** Lead the production of various branded materials, including BICSI gear, digital assets, print collateral, promotional items, tradeshow materials, signage, and video content. Oversee the production process from concept to delivery.
- **Event Branding:** Oversee the development and implementation of branding elements for BICSI's major events, including the Winter and Fall Conferences ensuring visual consistency and brand impact.
- **Quality Control:** Establish and enforce quality control processes to ensure all materials meet BICSI's high standards of visual and narrative consistency. Review, provide feedback, and approve designs, marketing collateral, and other branded assets before release.
- **Budget Management:** Develop, manage, and optimize the budget for branded materials and creative services, ensuring that projects are completed within financial and time constraints.

REQUIRED SKILLS/ABILITIES

Required

- **Writing Skills:** The individual must have superior writing and editorial skills and experience writing press releases, marketing materials, speeches, and other promotional materials. Requires excellent oral expression, comprehension and speech clarity.
- **Creative Leadership:** Demonstrated creative vision and leadership capabilities, with the ability to direct marketing campaigns from conceptualization through to execution and reporting.
- **Communication Proficiency:** Excellent written and verbal communication skills with the ability to articulate creative concepts and marketing objectives clearly and effectively.
- **Collaboration & Relationship Building:** Proven ability to work collaboratively with internal teams and external partners, maintaining productive relationships and ensuring successful project outcomes.

TRAVEL

25% including: Two – 1 week-long conferences each year, possible trade shows and other industry events. Must have or be able to obtain a U.S. passport for international travel.

EDUCATION AND EXPERIENCE

Required

- Bachelor's degree in marketing, communications, graphic design, advertising, or a related field. Equivalent experience may be considered.
- Minimum of five (5) years of experience in marketing campaign development, content creation, or similar roles within a marketing team.
- Expertise in digital marketing and AI-driven tools for personalization, automation, and data analytics.
- Proven track record in managing and mentoring high-performing marketing teams.
- Excellent communication and storytelling skills with the ability to create impactful campaigns.
- Proficient in marketing tools, including CRM systems, analytics platforms, and email marketing software.
- Strong organizational and project management skills with the ability to manage multiple initiatives simultaneously.
- Proven leadership and team management experience, including direct supervision of creative professionals (e.g., designers, copywriters, multimedia specialists).

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Preferred

- Master's degree in marketing, business administration, communications, or a related field is highly desirable.
- Professional certifications, such as Certified Brand Strategist (CBS) or Project Management Professional (PMP), are advantageous.
- Expertise in data-driven marketing and audience insights, with familiarity in nonprofit engagement metrics and impact reporting.
- Prior agency experience is valued, especially in managing budgets, timelines, and diverse client needs.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday-Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Problem-Solving – Identifies and resolves challenges in a timely manner; Develops alternative solutions; Works well in problem solving situations; Uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; Communicate changes and progress and manage project team activities; Complete projects on time within.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

Teamwork – Balances individual responsibilities; Exhibits objectivity and openness to others' views; gives and welcomes feedback; Contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; Supports those affected by change with a positive attitude.

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Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; Conserves organizational resources.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Adaptability – Adapts to changes in the work environment; Manages priorities and competing demands; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; Generates suggestions for improving work; Presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence; Measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources when necessary; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration; Performs with integrity.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; Completes work in a timely manner; Strives to increase productivity.