

Position Description- Marketing and Communications Manager

BIFMA is the leading non-profit trade association for commercial furniture in North America with members from around the world. Founded from the need to define uniform product design and fabrication standards for the industry, BIFMA has served as the voice of the commercial furniture industry since 1973 and is now the recognized source for refining, managing, and developing ANSI standards that embody safety, ergonomics, health, sustainability and performance.

These technical services support buyer and specifier communities in making informed furniture selection decisions through education, product registries, and certifications.

BIFMA has expanded its mission to fully support the industry by providing market research, thought leadership, and industry outreach celebrating design and innovation in recognition of the significance furnishings play in the places we learn, work, heal and live.

We are seeking a Marketing and Communications Manager responsible for managing BIFMA's marketing and communications systems and activities. Reporting to the President and CEO the Marketing and Communications Manager also interfaces with other BIFMA directors to develop messaging, events, and promotions to support BIFMA programs. This position is in West Michigan reporting into the Grand Rapids BIFMA HQ.

BIFMA offers competitive benefits and is an equal opportunity employer.

Responsibilities

Communications

- Develop creative messaging for ads, digital campaigns, and events.
- Write content for press releases, member communications, and website.
- Support content preparation for CEU's and thought leadership pieces.

Graphic Design

- Create graphics for CEUs, presentations, events, and website.
- Develop and manage marketing collateral for association.
- Coordinate larger projects with graphic design consultants.
- Manage brand use of trademark logos.

Website and Association Management System

- Manage website content and organization.
- Provide updates and postings to website content.
- Coordinate larger efforts with website designer.
- Maintain contact lists within the association management system.

Social Media

- Develop and execute strategy for social media presence including postings.

Event Planning

- Work with association directors to vision and implement various events hosted by association.
- Support outreach in preparing materials for presentation at industry partner conferences.

Leadership

- Develop annual goals, objectives and provide input into annual budget.
- Contribute to the total effectiveness of the association, communicating openly, addressing issues proactively, offering creative ideas and working as a positive, engaged team member.
- Perform requested work as required.

General Qualifications

- BS in Marketing, Communications, or related field.
- 10 yrs experience in role with similar responsibilities.
- 5 yrs experience in furniture industry, interior design, or architecture firms.
- Familiarity working in nonprofit a plus.
- Excellent communication skills; verbal, written, and presentation.
- Ability to work with a wide variety of individuals and disciplines.
- Proficient in MS office, word, excel, power point, and InDesign.

Please send resumes to: email@BIFMA.org