

The Manufactured Housing Institute (MHI) seeks a Marketing Manager to join our team in Arlington, Virginia. This role is a great opportunity for professionals looking to showcase their WordPress skills and get more exposure to event marketing.

The Marketing Manager works with staff throughout the organization to ensure membership needs, marketing and website efforts meet organizational goals. The Marketing Manager will receive ideas, suggestions, and recommendations from subject matter experts within the organization related to each project area. They will interact with external audiences including members, prospects and volunteer leaders. The Marketing Manager reports to the Vice President of Marketing & Membership.

Essential Responsibilities:

Marketing (35%)

1. Implement integrated marketing plans for MHI products and services including, but not limited to events, research reports, membership recruitment and retention, government affairs reports and education programs.
2. Support the Vice President of Marketing & Membership in the development of marketing plans.
3. Initiate and lead the creation of marketing brochures, flyers, email promotions, digital ads, social media and print ads.
4. Lead email promotion campaigns for events, membership and other MHI initiatives. This includes creating a schedule, writing content and creating or coordinating the development of graphic elements.
5. Provide project management oversight to internal processes to ensure timely delivery of effective marketing materials for events, products and services.
6. Write and edit marketing copy for marketing collateral and other deliverables.
7. Develop and disseminate post-campaign reports to analyze marketing effectiveness.
8. Oversee list development for all promotions.
9. Provide marketing support for membership recruitment and retention efforts, including managing lead generation.
10. Manage and maintain consistent MHI visual image and branding.
11. Coordinate with external vendors to provide services such as printing, mailing, production, website services and design as needed.
12. Develop slide decks promoting MHI products, services and event sponsors for MHI events.
13. Manage newsletters, including coordinating content, sending and reporting on results.
14. Manage photo library, including organizing, uploading new photos, and fulfilling requests for images from members and external sources.

Website (35%)

1. Maintain the ManufacturedHousing.org website, including managing SEO optimization plus third-party tools for integration and monitoring.
2. Ensure the website is up to date, including adding new items and archiving content that is no longer relevant.
3. Build and maintain new pages for new products and events.
4. Manage digital advertising including display, retargeting and social.

Event Support (15%)

1. Manage event marketing campaigns including email, print advertising and social media.
2. Manage event surveys including building surveys, drafting survey emails, sending emails and analyzing and communicating final results.
3. Manage MHI Excellence in Manufactured Housing Awards, including developing timeline, building website, drafting promotional emails, compiling applications, managing the judging and voting process, calculating winners, gathering winner materials for video and coordinating video development with vendor.
4. Manage development, proofing and printing of materials for MHI events including programs and promotional materials.

Social Media (15%)

1. Develop and implement social media calendars and coordinate with vendors as necessary.
2. Write copy for social media posts.
3. Coordinate artwork development for all social media platforms.
4. Manage video development for YouTube and website.
5. Post and interact with commenters on LinkedIn, using tact, diplomacy and the MHI voice.

Education/Experience

- Bachelor's degree in marketing, communications or related field.
- Association marketing and website development experience preferred.
- Minimum of two years of marketing, public relations, and/or website management experience required.

Knowledge, Skills and Abilities

- Computer experience working with databases and customer information.
- Experience using WordPress and graphic user interface email distribution platforms.
- Proficient in Microsoft Office Suite, including Word, Excel and PowerPoint.
- Comfortable learning new software and systems as required.
- Experience creating graphics in Photoshop and Canva.
- Ability to manage multiple projects simultaneously with attention to detail.
- Writing and proofreading skills for a variety of vehicles including letters, emails, ads, flyers, brochures, publications.
- Ability to work independently and as an enthusiastic supporter of MHI team members, taking on other assigned duties as assigned to meet organizational goals.

MHI is a 1,000 member strong trade association. We offer a hybrid work environment and a strong compensation package that provides a competitive salary and excellent benefits including vacation and holidays; health, dental, vision, disability and life insurances; 401(k) program; paid parking; cell phone reimbursement and more.

Send resume and a cover letter with salary expectations to ALadewig@mfgghome.org to apply.