



JOB DESCRIPTION

Manager, *Promotional Products Work Initiative*

The Manager, *Promotional Products Work* (PPW) Initiative is primarily responsible for the Promotional Products Association International's (PPAI) long-term public relations & marketing efforts to ensure the Associations' vision of promotional products being universally valued and essential to every brand comes to fruition.

The Manager, *PPW* Initiative oversees all aspects of the initiative, working closely with PPAI's Director of Marketing, Director of Business Development, Manager, Marketing Content & Data, and Digital Marketing Manager, as well as directly with members of the Association.

Applicants should be well-versed in both marketing and public relations strategies, as well as have an in-depth knowledge of and passion for promotional products.

Industry experience is a plus.

Reporting Structure

Title of reporting manager: Director, Marketing
Department: Marketing

Job Status

FLSA Status (Exempt / Non-Exempt) : Exempt
Compensation (Hourly / Salary):Salary
Job Status (Full-Time /Part-Time /Temp):Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Hybrid Remote/Onsite Work Model

Job Discretion

How many people does this position supervise :0
Does this position have disciplinary responsibilities:No
Does this position have hiring / termination responsibilities: No
Does this position have evaluation responsibilities: No

Essential Functions and Primary Duties

- Own all aspects of the Promotional Products Work Initiative including:
 - Presentation Development
 - In-person event participation
 - Online-advertising campaigns
 - Association partnerships
 - PPW Expo marketing

- Develop, with input from stakeholders, and report on success metrics for all efforts.
- Serve as the voice for the initiative as needed--making presentations, leading proactive media outreach and responding to media inquiries.
- Develop marketing plans for outreach to appropriate buyer markets.
- Work closely with Digital Marketing Manager to establish a voice and drive engagement for all social media platforms.

Association Wide Responsibilities & Values (expectations of everyone)

1. Provide honest and ongoing communication as needed to support success throughout the organization.
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors.
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

Education Preferred

School/Certification Authority	Degree/ Certification	Major/ Minor
College degree	Bachelor's	Public Relations and/or Marketing

Experience Preferred

Type of Work	Years of experience	Depth of Experience
Project Management	5+	High
Event Planning	5+	High

Knowledge, Skills and Abilities Preferred

KSA's	Years of experience	Depth of KSA's
Time management	5+	High
Attention to detail	5+	High
Digitally proficient	5+	High
Ability to work independently	5+	High
Ability to work with a team	5+	High
Experience in the promotional product industry or purchasing promotional products for a company	3-5	High

Physical Activity

- Sitting
- Standing
- Lifting
- Pushing/Pulling
- Bending/Stooping
- Extended work hours, extended weeks (endurance requirement)

Work Environment

- Office environment
- Trade show floor or event venues
- Temperature controlled environment
- Travel: Must be able to travel (Approximately 25% travel)

PPAI is an Equal Opportunity Employer (EOE)

Apply to: apply@ppai.org