



Job Title:
Marketing Manager - Programs

Grade:

Effective Date:

Department:
ICA USA Programs

FLSA Status:
 Exempt Non-Exempt
 Full-Time

Reports to:
Executive Director

Positions Supervised:
None

Summary of Position
In support of ICA USA and Ecumenical Institute mission and programs, seeking a marketing professional with a background in website management and customer service. This role will serve in two critical functions; lead ICA USA marketing and serve as program support with liaising between ICA USA and ToP course trainers, and course participants.

ICA USA Marketing
As the Marketing leader, this role will help promote, market and sell ICA USA programming. In addition to using web platforms, social media and various forms of targeting technologies, this role will reach current, former and new customers to promote ICA USA programming.

Program Support
The Technology of Participation (ToP) is a Training Program that delivers over 200 public and 100 in-house, in-person and online facilitation training courses throughout the United States. On behalf of trainers licensed through ICA USA, this role will serve in a critical function promoting and selling courses and consulting services to the local community, organizations and corporations. As a key support to trainers and participants, this role will provide both administrative and technical support to the ToP Training program and ensure the smooth delivery of ToP registrations, and purchases of ToP courses. The position will work with other ICA USA staff to make sure that all supports are in place to help the administrative and technical pieces of the program run efficiently.

Summary of Duties and Responsibilities

- Promotion of ICA USA and ToP courses through sales and marketing efforts using digital platforms and social media.
- Accountability, reporting and tracking of marketing, sales and course registration
- Serve as the primary contact for calls and emails regarding registrations including course cancellations, invoice issues and course transfers
- Daily engagement with course trainers and prospective and current participants in courses.
- Post courses on the website and other CEU related websites.
- Work collaboratively with all ICA USA departments to ensure complete exchange of information and reporting.
- Support ToP Trainers use of ToP Training website
- Assist with financial transactions on the digital platforms
- Manage ICA USA Store and shipment of sold materials

Support Customers as they use the ToP Training Website

- Oversight over all website functions for registration, payment transactions
- Interface with CRM vendor to resolve any technical issues
- Assist course participants with online registration as needed, or refer them to the appropriate trainer
- Post ToP courses on Association of Planners (APA), National Commission for Health Education Credentialing (NCHEC) and other organizations calendars who award continuing education credits for ToP courses
- Assist customers with payments, transfers and refunds for courses

Support ToP Trainers use of ToP Training website

- Assist Trainers on use of App
- Manage and update website content and course listings
- Assist Trainers in accessing information they need, and changes they request

Manage ICA Store

- Ship daily orders for ToP Sticky Walls and Sticky Spray and other Items
- Communicate with customers via phone and email
- Maintain store inventory including communicating with vendors who ship and purchase ToP Training Manuals
- Provide store Statistics Reports as needed

Qualifications and Skills

- Self-starter who does not require micro-management
- A professional mindset and team player who excels in customer engagement
- Excellent interpersonal skills working with a diversity of customers
- Passion for pursuing operational efficiency
- Attention to detail and well organized
- Capacity to monitor and track simultaneous projects
- Ability to work independently and is self-motivated
- Highly collaborative and works well in groups
- Capacity for problem solving

Education and Experience

- 3-4 years' experience as Administrative or Coordinator support staff
- 1-2 year of sales or customer service experience
- Experience with databases, website registration systems, or quick to learn new technology
- Familiarity with Microsoft Office Suite Programs (Word, PowerPoint, Outlook, Excel) and Google Suite (Drive, Docs, Sheets, Forms)
- Internet and computer skills

Working Conditions/Physical Requirements of the Job:

Ability to work remote.

Ability to lift 25 lbs.