



MARKETING DIRECTOR

Current 09/02/25

Position Title: Marketing Director
Reports To: General Manager
Start Date: By January 1, 2026
Location: Work from home
Position Type: Part-Time

GENERAL SUMMARY

ECCHO Live is a non-profit organization providing many wellness and educational programs to peers in the live event field. This position provides day-to-day marketing management for the suite of programs that ECCHO Live maintains develops. This role will work with the General Manager to evaluate, create, execute, and refine all marketing efforts for the organization.

RESPONSIBILITIES

- **Strategic Planning:** Develop and implement comprehensive marketing plans and brand strategies to achieve organization objectives and increase market share.
- **Campaign Management:** Oversee the creation and execution of marketing campaigns across various channels, such as digital, print, and social media.
- **Budget Management:** Create, manage, and allocate marketing budgets effectively, ensuring resources are used to maximize ROI.
- **Market Research & Analysis:** Conduct research to understand industry trends, needs, and landscapes, using this data to inform strategy.
- **Performance Tracking:** Define and track key performance indicators (KPIs) to measure the success of marketing efforts and report findings to leadership.
- **Collaboration:** Work with other departments to ensure marketing initiatives are aligned with overall organization goals.
- **Brand Management:** Protect and promote the company's brand image, ensuring it resonates with the target audience and builds brand loyalty.

QUALIFICATIONS

- 4+ year's experience in a marketing role.
- Strong experience in various social media platforms.
- Proficiency in graphic design software/platforms as needed (Canva, Adobe Suite, etc)
- Proficient in MS Office products (O365, Word, Excel, and Outlook).
- Strong verbal and written communication skills.
- Exceptional attention to detail.

- Motivated self-starter who thrives in a deadline-driven environment and has exceptional follow through skills.
- Ability to be punctual and meet deadlines.
- Ability to prioritize and multi-task in a fast-paced environment.
- Ability to handle stress and pressure.
- Capable of working positively with staff within the organization as well as industry associates.
- Solid computer/database and organizational skills.