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***NCDA Marketing Consultant***

NCDA seeks to hire a part-time contracted marketing consultant who will report to the NCDA Executive Director. The contract will begin February 4 and run through the end of the fiscal year on September 30, 2019. Continuation of the agreement may be negotiated based on NCDA funding in FY 19-20.

Projected contractual compensation is budgeted at $1,250 monthly and will be made through NCDA’s management contractor (Creative Management Alliance, Inc.). Weekly hours are flexible and the anticipated deliverables include:

* Collect data on current activities and suggest additional strategies (Feb and March)
* Develop marketing plan to be executed before conference (April and May)
* Develop marketing plan to be executed at the conference (June)
* Develop annual plan to be executed after the conference and plan for FY 19-20 (July-Sept)

**Skills Required:**

* Knowledge and familiarity of the role and function of a professional association, including governance structure and member relations.
* Experience in developing marketing plans and strategies to gain market presence and long-term viability of within national professional associations.
* Excellent communication skills, both verbal and written.
* Knowledge of design for digital and print media.
* Experience with marketing through social media (e.g., LinkedIn, Facebook, Twitter, etc.).
* Ability and experience with a broad range of technology to support marketing goals.
* Ability to work remotely and interact with NCDA Management Team and Credentialing Commission to achieve results

**Responsibilities:**

Work with the NCDA Director of Credentialing and the Credentialing Commission to understand annual goals for FY 18-19; set strategies to meet those goals.

Develop a marketing strategy, to be executed by the NCDA Management Team and Credentialing Commission, to include a social media campaign, internal NCDA marketing plan to recruit new applicants, external marketing strategies to attract interest from other associations/organizations, plan to create additional brand awareness, etc.

Provide feedback to the NCDA Executive Director and Executive Board on how to expand the overall marketing presence for all NCDA member services.

Interested parties should send a letter of interest and resume to Deneen Pennington at [dpennington@ncda.org](mailto:dpennington@ncda.org) by January 7, 2019. Information should include evidence of skills listed above. Questions may also be directed to this e-mail address.