



An Asset Management Association For All

Position Title: Vice President – Marketing

Reports to: President & CEO

Location: Virtual/Remote

Contact: recruitingmanager@nicsa.org

The Vice President of Marketing is responsible for developing and managing marketing strategies for all NICSA programs, including events, content, membership drives, and sponsorship campaigns. This position is responsible for digital strategy across the organization and serves as the primary owner and manager of the association's website, including leading a re-design initiative. This position is also responsible for brand management for NICSA. Specific job responsibilities include; but are not limited to:

Marketing Strategy:

- Creation and management of all marketing budgets, in conjunction with the President & CEO.
- Creation, management and execution of marketing strategy for NICSA and Blackwell Scholarship events, content, membership and sponsorship.
- Articulation and delivery of the digital vision for NICSA.
- Primary ownership of the NICSA website through strategic planning and oversight of content, navigation, user experience, systems integration, and vendor relationship management.
- Primary ownership of technology partner and design partner relationships.
- Primary ownership of brand management and oversight.
- Primary ownership of KPI tracking and reporting for all marketing initiatives.

Marketing Campaign Management:

- Development and management of creative advertising initiatives, print marketing, and trade show displays.
- Ownership across all digital marketing initiatives including website management, search engine optimization, social media marketing, email marketing, campaign landing page development, and the mobile app experience.
- Daily maintenance of website including content publishing, resource management, design, and troubleshooting technical issues.
- Management of creative graphic design requirements for all projects and events.
- Collaboration with Vice President of Content around distribution of digital newsletter, content marketing, press releases, and corporate communications.
- Collaboration with Vice President of Membership around recruitment efforts and campaigns.
- Collaboration with Vice President of Sales around sponsorship outreach and fulfillment.
- Collaboration with Vice President of Conferences and Events around General Membership Meeting, Strategic Leadership Forum, Blackwell Scholarship Golf Tournament, and all other in-person events.



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Skills:

- Working knowledge of financial industry and/or fund industry
- Strong quantitative and qualitative skills to drive positive ROI opportunities
- Strong mix of technical and marketing experience
- Knowledgeable on digital marketing strategies and metrics
- Knowledgeable on website CMS and backend integration with Salesforce
- Ability to lead in a collaborative environment
- Extremely proactive with a goal/results-driven orientation
- Demonstrates strong resource, workload, and capacity management skills

About NICSA, Inc.:

NICSA is a not-for-profit trade association that connects global asset management industry participants in order to develop, share, and advance leading practices.

For over fifty years, the Association has offered a collective, timely view on evolving themes shaping the financial services industry. Our goal is to help asset management firms and financial service providers meet the changing needs of their clients and our industry by aligning and educating industry participants through:

- Formal education programs that provide collaborative insights from diverse perspectives
- Interactive forums that allow members to exchange ideas and business solutions
- Networking opportunities that connect members from all segments of the financial industry

We seek to provide industry executives the tools to gain industry knowledge and make informed decisions about strategic business development and best practice implementation.

We are an Equal Opportunity Employer and do not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.

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An Asset Management Association For All

Position Title: Vice President – Diversity Project North America

Reports to: President & CEO

Location: Virtual/Remote

Contact: Christopher Riffe, criffe@yoh.com

This is a leadership role within NICSA, Inc., one of the asset management industry's leading trade associations. This position reports directly to the President/CEO and will have responsibility for leading and facilitating the Diversity Project North America initiative. This individual will join a highly collaborative, team-oriented environment and must be comfortable working in that environment.

The position will be responsible for the Diversity Project NA , which is dedicated to meeting the needs of the investment management industry for improved engagement with underrepresented groups, including current and future staff, and present and future clients. Diversity Project NA is distinct from but inspired by the Diversity Project UK.

This is a virtual/remote position. The individual must have an appropriate work office arrangement and be comfortable working in that environment.

Periodic overnight travel is required

General Responsibilities:

- Develops policies and programs to promote the Diversity Project North America through our members and the industry.
- Acts as primary liaison with both the CEO Advisory Council and the Executive Steering Committee.
- Oversees the day to day operations of the Diversity Project N.A. initiative including:
 - Committee/Workstream oversight
 - New Member recruitment
 - Marketing Strategy
 - Content and Programming Strategy
- In conjunction with the President and CEO, will develop and manage the annual budget and business plan.
- Coordinates program needs with other internal departments.
- Balances and prioritizes possibly competing member recommendations for new projects with sensitivity and good judgment.
- Evaluates membership needs and determines how to best introduce diversity initiatives.
- Creates, or coordinates purchase of, and maintains diversity training materials.
- Measures the effectiveness of diversity initiatives and prepares both internal and external reports.
- Keeps current on diversity developments by networking with others in the field.
- Performs other related duties as assigned by management.

Job Qualifications:

- Education: Bachelor's degree required, Master's degree is a plus.
- Experience:



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- At least ten years of experience, preferably in the asset management and/or investment management industry.
- Previous business unit management experience and/or a senior position in Human Capital Management.
- Technical knowledge and understanding of Diversity and Inclusion best practices.

Skills:

- Excellent interpersonal skills
- Excellent written and oral communication
- Ability to interact with and facilitate meetings with executive leaders in the Association
- Global and cultural awareness
- Leadership and navigation
- Relationship management
- Team and consensus oriented
- Working knowledge of financial industry and/or fund industry
- Ability to lead in a collaborative environment
- Extremely proactive with a goal/results-driven orientation
- Demonstrates strong resource, workload, and capacity management skills

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