



**JOB TITLE: Manager, Marketing**

Division:	Comm & Marketing	Reports To:	Sr. Director Global Comm & Mktg
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**SUMMARY:** The Manager, Marketing oversees the marketing of ABET services and events. Marketing, in this context, encompasses all promotional efforts aimed at strategically increasing awareness of the ABET brand and services, engaging our target audience and converting them toward becoming customers. This position will focus on promoting and expanding ABET’s goals and impact via information and advocacy content (e.g. marketing materials, e-newsletters and alerts, print, digital communications, news, website, and social media.) The Manager is also responsible for the day-to-day management of ABET’s Marketing staff.

Reporting directly to the Sr. Director, Global Communication and Marketing, the Manager has oversight of the strategic area of marketing events and services. In this role, the Manager provides input to senior leadership to advance goals and objectives as set out in ABET’s strategic plan and those identified by the Sr. Director of Global Communication and Marketing. Collaborating with the Communication and Marketing Department and departments across the organization is essential in executing all marketing responsibilities to ensure the quality of all marketing communications and message consistency.

As a skilled marketing professional, the incumbent must understand the global business environment, cultural sensitivity, and demonstrate diplomatic skills that will ensure the success of ABET’s global marketing efforts. The incumbent also needs to understand ABET’s core business and constituents, including familiarity with the structure and governance of higher education, the role of quality assurance in influencing institutional and industrial policies, trends in technical education, on a national and international level, accreditation processes, as well as the needs of adult learners. The individual in this position must be committed to a team-focused environment, as the marketing function is integrated into all aspects of ABET business operations.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned. Responsibilities of the Manager, Marketing falls within the areas as outlined below:

**1) Marketing and Brand Strategy:**

- Uses market research to segment and define target audiences; refine and improve product value proposition and develop and implement the optimum market- penetration strategy.
- Responsible for meeting Key Performance Indicators as established by Sr. Director.
- Design, execute, and oversee marketing outreach campaigns to engage and grow target audiences effectively as defined by the Sr. Director of Global Marketing and Communication.
- Proactively develops marketing plans and collaborates with internal ABET customers to create, implement, and evaluate strategies tailored to the organization’s diverse audiences, working closely with ABET’s team and constituents.
- Lead and manage the development and production of collateral material and publications supporting various events while making a concerted effort to reduce printed materials in alignment with ABET’s sustainability efforts.
- Collaborates with the Communication and Marketing Department staff to leading brand updates and ensure consistent application of the brand across all organizational touchpoints.
- Works as the project manager of the annual awards ceremony, overseeing all aspects from concept to execution. Including leading the design and development of run sheets for events, ensuring

**ABET IS AN EQUAL OPPORTUNITY EMPLOYER**



## JOB DESCRIPTION

POSITION:  
Manager

seamless coordination and execution.

- Manages the creation of branded physical and electronic collateral supporting ABET events, including booths, banners and ABET-branded promotional items.
- Works closely within the Communication and Marketing Department, COO and Professional Programs Director to support the organization's growth by developing content marketing and demand generation strategies that drive awareness and engagement with ABET.
- Ensures brand consistency by developing, reviewing, and maintaining adherence to brand guidelines across all marketing materials, including creating tools such as a House Style Guide to support clarity and organizational standards.
- Assists with branded booth setup by creating clear instructions, ensuring proper branding is applied, and coordinating logistics such as shipping and assembly support for events and exhibits.
- Stays informed on compliance standards, researching and advising on the application of General Data Protection Regulations (GDPR) and ensuring all marketing materials align with ADA accessibility standards.
- Oversee marketing vendor relations in accordance with ABET's standards of business.
- Other tasks as assigned by Sr. Director of Global Communications and Marketing.

### 2) Event Promotion:

- Works with consultants and internal customers to develop and implement a strategy to promote ABET's educational offerings that is aligned with the overall organizational brand and strategic goals.
- Develops sponsorship and exhibit programs for specific events and meetings when appropriate, supporting all HQ departments.
- Manages the promotion of the ABET Symposium and assists with program content.
- Manages Marketing staff budget to support business objectives.

**SUPERVISORY RESPONSIBILITIES:** Manage the activities of the Marketing team. Directly supervises the Marketing staff as assigned. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising evaluating performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION and/or EXPERIENCE:**

- Master's degree in an appropriate discipline (e.g. business; marketing; communication) from an accredited university or college required. Partial completion of a master's degree with supporting certificates or professional certifications is also acceptable.
- At least 6 years' relevant experience including but not limited to publications, business development, communications and marketing.

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- Project management experience. A basic understanding of website design, HTML coding, video production, and graphic design.
- Intermediate experience with HubSpot or similar Customer Relationship Management (CRM) platforms, including managing campaigns, analyzing data, and optimizing customer engagement strategies.
- Supervisory experience is a plus.
- Experience in a not-for profit organization or higher education institution is a plus.
- Global experience, working with multicultural teams and stakeholders is a plus.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to inspire confidence through mature leadership skills that demonstrate high levels of awareness, empathy, cooperation, humility, and discretion.
- Ability to understand and emanate ABET's values, organizational structure, processes, and external positioning within the larger context of trends in higher education, quality assurance services, and STEM professions.
- Ability to anticipate and identify opportunities to advance ABET's values and brand in different environments and with a diverse set of stakeholders.
- Ability to articulate ABET's unique attributes, values, and positioning through different channels, including owned media, earned media and paid media.
- Ability to propose initiatives and projects that will result in significant impact within the organization.
- Ability to deal decisively with constituencies, volunteers, and other staff members on a regular basis.
- Ability to manage multiple projects efficiently.
- Superior editing skills, including grammar, spelling and brevity appropriate to specific formats.
- Demonstrated ability to work in a high-performing, quality-driven, team-based environment. Effective negotiation skills.
- Sensitivity to cross-cultural communication styles and practices and ability to adapt to the communication preferences of target audiences in specific geographic regions.
- Proficiency with Microsoft office suite, including word processing, spreadsheet, presentation and database application.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch.

Occasional travel including overnight stays may be required.

The employee must occasionally lift and/or move up to 20 pounds. Specific vision abilities required by this job include close vision.

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**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

**ABET CORE VALUES**

The Manager, Marketing will embody the ABET Core Values by respecting the contributions provided by her/his co-workers, ABET Experts and customers. The values we embrace:

- **Authentic** - My actions will reflect the respect I have for the professional relationships we have developed. I will balance my objectives with sensitivity for others while instilling trust in those with whom I work.
- **Business-Like** - I will conduct myself professionally at all times, while committing to delivering world-class results and satisfying experiences – both inside our organization and while interacting with our external stakeholders.
- **Expert** - I will demonstrate expertise in my area of responsibility, constantly challenging myself to learn more while applying those lessons learned to improving the efficiency and impact of our organization. I am also committed to taking advantage of the opportunities ABET provides me to refine my expertise and help further my professional development. I will seek out and participate in assignments that I am qualified by education and experience and will rely on the expertise of my peers in the areas outside of my own.
- **Targeted** - I will focus my efforts on specific objectives that will enable me to deliver results to create a positive impact to further ABET's core purpose.