
Training Brand Specialist

Send resume to resumes@bicsi.org



BICSI is an Equal Opportunity Employer (EEO).

OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communication technology (ICT) profession. BICSI's core values are integrity, service, and excellence, and our vision is to be the preeminent resource for the Connected World with focused values in leadership, excellence, innovation, integrity, and inclusion.

SUMMARY

Serves as a member of an energetic, results-oriented Marketing Department. This position supports the development and execution of marketing strategies that promote BICSI's training and education programs. Responsible for managing the brand identity and messaging across all training and education products and ensures consistency with BICSI's overall brand. Works closely with cross-functional teams to develop and execute training and education product launch plans, promotions, and campaigns. Ensures the team meets the training and education customer needs and focuses on exposure, growing revenue, and maximizing the financial performance of the brand. Forms of communication include but are not limited to sales/marketing collateral (brochures/flyers/mailers), articles, ad copy, website copy, broadcast emails, PowerPoints, and forms/applications. Critical to this position is a high level of customer service, ability to work closely with other departments and multi-task, and a flexible work style.

SUPERVISORY ROLE: Supervises no employee(s)

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The responsibilities listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform essential functions. Performs tasks to support the implementation of department-sponsored events, including but not limited to the following:

- Develop and execute training and education marketing strategies that align with BICSI's overall goals and objectives and its training and education customer needs.
- Manage the brand identity and messaging for all of BICSI's training and education programs.
- Create and implement new training and education product launch plans, promotions, and campaigns.
- Analyze and report on the performance of training and education program marketing campaigns and make data-driven recommendations to optimize results.
- Conduct market research to identify opportunities for new training and education services and make recommendations based on findings.
- Analyze training and education program performance metrics and adjust marketing strategies as needed.
- Monitor industry trends and manage the development of product positioning, messaging, and content that resonates with target audiences and differentiates our products from other training organizations.
- Support the development of marketing materials, including sales collateral, product guides, and presentations with a variety of high-engagement, error-free content that reflects the company's brand and voice.
- Simultaneously manages multiple projects with short deadlines.
- Proposes copy concepts and presents underlying strategic thinking to department management.
- Collaborate with cross-functional teams to ensure consistent brand messaging across all channels and touchpoints, including website, social media, email, and events.
- Devises schedule of work to ensure projects are completed on time.
- Organizes and prioritizes multiple projects.
- Stay up to date with industry trends, best practices, and emerging technologies to enhance our training and education program relevance and effectiveness.
- Performs other duties as assigned.

REQUIRED SKILLS/ABILITIES

Computer Skills:

To perform this job successfully, an individual should have knowledge of:

- Microsoft Office products (e.g., Word, Excel, Outlook, PowerPoint, Teams, etc.)
- Internet
- Adobe Creative Suite (CS)
- Proficient in: Photoshop, Illustrator also a plus
- Email software helpful (Outlook)
- Knowledge of ShortCuts and Monday.com
- Content Management Systems (CMSs)
- Knowledge in basic Geolocation and SEO

Math Ability:

Ability to calculate figures and amounts such as discounts and percentages.

Communication Skills:

Excellent communication skills and ability to collaborate with cross-functional teams.

TRAVEL

Yes 20%

EDUCATION AND EXPERIENCE

- 3 years experience in product marketing, brand management, or related role.
- Bachelor's degree in marketing, or other related area of specialty preferred.
- Excellent written and verbal communication skills with the ability to craft compelling messaging and content.
- Demonstrated ability to develop and execute successful marketing strategies.
- Strong understanding of branding principles, product marketing strategies, and consumer behavior.
- Knowledge of market research and analysis techniques.
- Experience with product launch planning and execution.
- Ability to work collaboratively with cross-functional teams.
- Highly organized with the ability to manage multiple projects and deadlines in a fast-paced environment.
- Experience in a nonprofit or association environment is a plus.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40 hours per week (Monday - Friday, daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; uses intuition and experience to compliment data; designs workflows and procedures.

Problem Solving – Identifies and resolves challenges in a timely manner; develops alternative solutions; works well in problem-solving situations; uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; communicate changes and progress and manage project team activities; complete projects on time.

Customer Service – Responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings

Teamwork – Balances individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; inspires respect and trust; accepts feedback from others; displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; conserves organizational resources.

Organizational Support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values.

Adaptability – Adapts to changes in the work environment; manages priorities and competing demands; able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments.

Initiative – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; looks for and takes advantage of opportunities; asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; generates suggestions for improving work; presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Motivation – Sets and achieves challenging goals; demonstrates persistence; measures self against standard of excellence.

COMPETENCIES CONTINUED

Planning/Organizing – Prioritizes and plans work activities; uses time efficiently; plans for additional resources when necessary; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.

Professionalism – Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration; performs with integrity.

Quality – Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; completes work in timely manner; strives to increase productivity.