



Director of Marketing Insight

The **Director of Marketing Insight** is responsible for analyzing and mining existing member data and supporting the strategy to understand the organization's membership through data. This role reports directly to the VP of Marketing Insight. The ideal candidate understands the value of marketing research and CRM-driven insights. (Experience with Salesforce is a plus.) This person has the strategic and tactical skill set to gather information from existing sources and research, understand data deeply, extract the most relevant insights, and use insights to advise chapter leaders on how to stay relevant and provide value to membership. This person is on a two-year term with the board, with the first year as the director of this committee and the second year as the VP.

Main Responsibilities for the Director of Marketing Insight:

Develop and implement data-driven insights that get to the core of member behavior. This includes:

- Tracking the analytics behind email stats, social media channel data, membership roster data, event attendance, among other relevant membership metrics
- Creating/maintaining a member profile that Sponsorship can use when talking about member types that attend AMAC events
- Examining market data, providing KPI data for each Board Committee and creating a KPI dashboard to be reviewed at each Board meeting
- Overseeing volunteers who handle various facets of data analysis and holding each accountable for assets they own
- Assume responsibilities common to all officers and directors of the board

Top Three Requirements for the Director of Marketing Insight:

- Expertise in statistical analysis and/or marketing analytics
- Proven supervisory and team management skills
- Ability to delegate to other directors

Time Commitment:

2 hours a week