



CONSUMER
HEALTHCARE
PRODUCTS
ASSOCIATION

Taking healthcare personally.

Marketing Manager

Date	Department	Location
1/24/2024	Business Development	Washington, D.C.
Classification/Status	Employment Terms	Position Reports To:
Full-Time, Exempt	At Will	SVP, Business Development

Organization Overview

Consumer Healthcare Products Association (CHPA) is the more than 100-year-old national trade association representing the leading manufacturers and marketers of over-the-counter (OTC) medicines, dietary supplements, and consumer medical devices. CHPA is committed to empowering consumer self-care by preserving and expanding choice and availability of consumer healthcare products. We foster employee engagement and reward staff through challenging work, competitive compensation and benefits, flexible scheduling and time-off options, as well as opportunities to grow and develop professionally.

Position Summary

Incumbent will play a pivotal role in managing the day-to-day development and execution of CHPA’s comprehensive marketing strategy, focusing on both in-person events and virtual events and education. This position involves driving membership and event revenue through strategic marketing and communications initiatives. The primary responsibilities include managing social media engagement, curating content for event and membership websites, and creatively developing member outreach strategies using targeted marketing lists to enhance outreach efforts.

Essential Functions

This position description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required for this job. Activities, duties, and responsibilities may change at any time with or without notice. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

Membership, Sponsorship & Program Marketing Support

- In collaboration with CHPA departments; creation, and distribution of CHPA’s membership Impact Reports.
- Creation of the annual Sponsorship Prospectus.
- Development and implementation of member spotlights and membership visit recaps on social media and in CHPA’s e-newsletter, “Spotlight”.
- Creation of customized sponsor “ROI” (return on investment) decks.

Event and Educational Program Marketing

- Development and execution of an integrated event marketing communications plan aligned with CHPA's strategic goals, objectives, and budget.
- Oversight of end-to-end marketing communications for CHPA events and webinars.
- Creation and maintenance of a comprehensive marketing master event calendar, incorporating social media outreach and weekly reporting on attendee growth for strategic adjustments.
- Supervision of design, development, copywriting, copyediting, production, and distribution of marketing materials associated with each event.
- Identification and creation of opportunities to showcase event and webinar sponsors through email and social media channels.
- Utilization of data analysis for targeted marketing lists and messaging, ensuring achievement of event registration goals.
- Collaboration with external designers and contractors for graphic design, production, and other essential needs.
- Creation and targeted delivery of marketing content for other CHPA programming, such as the Women's Leadership Forum.

Event Social Media Strategy and Website Content Management

- Oversight of event social media strategy across various platforms, including LinkedIn, X, and YouTube.
- Provide regular updates to chpa.org content to ensure relevance and accuracy.
- Content management of event websites with up-to-date programs and educational offerings.
- Collaboration with the web manager to ensure optimal functionality, design, and technical aspects of the event sites.
- Management of CHPA event mobile applications.
- Management of event photography and gallery creation.

Required Education and Work Experience

- Bachelor's degree or equivalent experience required.
- Three-to-five (3-5) years of experience in marketing, preferably with a trade association.
- Excellent project management, time management, and organizational skills with the ability to prioritize and manage multiple concurrent projects with various goals and deadlines.
- Strong verbal and written communication skills and ability to interact with all levels of professionals, including senior level corporate executives, and ability to

provide constructive feedback to speakers and groups to enhance educational programming.

- Ability to work collaboratively with others, demonstrate flexibility, and contribute to a supportive, respectful working environment.
- Strong commitment to customer service.
- Ability to operate effectively in an environment of limited direction.
- Knowledge of Microsoft Office and association management software.

Supervisory Responsibility:

The position does not have direct reports.

How to Apply

Please enter **Marketing Manager** in the subject line of your message and email the following items to jobs@chpa.org.

- Letter of interest
- Resume or CV

EEO Statement

Consumer Healthcare Products Association is committed to equal employment opportunity and makes all employment-related decisions without regard to race, religion, color, national origin or ancestry, age, sex, disability, pregnancy, childbirth or related medical conditions, sexual orientation, gender identity or expression, genetic information, marital status, family responsibilities, personal appearance, political affiliation, matriculation, veteran or military status, union affiliation or any other categories protected by federal, state, or local law (the "Protected Categories").