



Position: Marketing Director

Reports to: Vice President, Global Communications & Brand

Location: 100% Remote (Virtual); some domestic/international travel

The Opportunity:

The Clinical and Laboratory Standards Institute (CLSI) brings together the laboratory medicine community to develop and promote safe and effective diagnostic and testing practices around the world. We have developed 250+ global standards products and guidelines and support laboratories in 75+ countries around the world. Our work is essential to public health.

We are currently seeking a **Brand Marketing Director** to join our Communications team. This role is a management position accountable for brand marketing and content creation, various aspects of marketing communications and strategy, digital media, association meetings, training/education, and other CLSI publications and presentations. The role leads the execution of marketing strategies across all forms of media and is responsible for the effective use of reporting and analytics to support growth, optimize marketing effectiveness, and expand the brand reach of CLSI. Close coordination with all cross-functional staff teams and our volunteer subject matter experts is essential in this role.

The position manages a small team and is responsible for promoting a professional, collaborative, and cooperative remote work environment, exhibiting CLSI's values, and assisting CLSI in its goal to be a best-in-class, diverse workplace that appreciates the contributions of staff and volunteers.

About the Role

Our organization is constantly growing and evolving. Key responsibilities for this role include, but are not limited to, the following:

1. Brand Marketing

- Lead development of brand standards and usage guidelines.
- Plan and direct marketing communications across digital and print media to increase revenue, brand awareness, and engagement across targeted audiences.
- Develop campaigns and promotions to drive sales of standards, guidelines, companion products, membership, and training offerings.
- Manage and provide oversight for tradeshow and meetings.
- Manage designated marketing and marketing technology vendors and contractors.
- Oversee the tracking, measurement, and reporting of all marketing communications activity for the purpose of improving marketing effectiveness.



2. Website & Digital Marketing

- Keep the website relevant, up-to-date, and reflective of current marketing and communications strategy.
- Work collaboratively with key staff, stakeholders, and service providers to continuously assess and improve website user experience.
- Manage search engine optimization (SEO) and web development, overseeing vendors and contractors as needed.
- Lead social media and direct marketing strategy, calendar, monitoring, and vendor, providing management support and guidance for Digital Marketing Specialist.

3. Communications

- Manage CLSI presentation and external communications content library for staff, board and volunteer members of the community.
- Develop and edit presentations and documents as requested and ensure all content is compliant with brand guidelines and standards.
- Represent CLSI at trade shows and other public events.
- Derive new ways to provide and develop content using current technologies.

4. Team Management

- Manage three direct reports (Content Specialist, Design Specialist and Digital Marketing Specialist) and support the VP, Communications & Brand.
- Support senior leadership and business development, global communications and program operations, education, membership experience, and standards development.
- Ensure budget accountability for key marketing and communications areas and project initiatives.

What You'll Need:

Bachelor's degree in Communications, Business Administration, Marketing, or related field and a minimum of eight years of professional level marketing experience, preferably in nonprofit or association environments, of which at least three years is in a supervisory capacity.

Other Knowledge, Skills, and Abilities:

- Excellent verbal and written presentation skills; proficiency in communications and content creation for business and technical audiences.
- Success planning, organizing, and participating in global tradeshow and in organizing and managing direct mail campaigns and print advertisements.
- Experience with social and digital media, especially LinkedIn, Twitter, Instagram,



Facebook, and YouTube.

- Working knowledge of SEO, paid search, display ads, and other digital advertising best practices.
- Successful collaboration with leadership and colleagues to improve operational decision-making with effective decision-support tools and analytics.
- Skill developing and managing team members and creating best practice work culture.
- Success communicating and building relationships across and outside the organization.
- Technical competency with workplace productivity tools including advanced features of Word, Excel, and PowerPoint; Adobe Creative Cloud and Smartsheet.
- Experience working with digital content management systems (e.g., Umbraco, WordPress), email marketing platforms (Adestra, Mailchimp, Constant Contact, etc.), Association Management Systems (NetSuite Enterprise, Raisers Edge), content scheduling systems (Hootsuite, Sprout Social, etc.), and Google Analytics.
- Ability to work in InDesign, Adobe Acrobat, and Canva. Nice to have: video-editing skills.
- Proven capacity to learn quickly, take initiative, and be accountable for results.
- Ability to remain up to date on technology to provide the best user experience and avenues to access organizational information and product content.
- Ability to consistently demonstrate cultural awareness and sensitivity to global constituents, comfort interfacing with leaders in all parts of the world.

Salary Range: \$90,000-\$110,000 annually + bonus + benefits. This range represents the expected salary range for this position. Ultimately, in determining pay, we'll consider your location, experience, and other job-related factors. The job is 100% remote/virtual.

To Apply: Email resume and cover letter to careers@clsi.org.

About CLSI (Clinical and Laboratory Standards Institute)

CLSI is the leading global non-profit laboratory medicine standards development organization, with over 24,000 professional members, 2000 active volunteers, and 250 standards products. CLSI standards are recognized by laboratories, accreditors, and government agencies worldwide as the best way to improve their testing outcomes, maintain accreditation, bring products to market faster, and navigate regulatory hurdles.

Visit clsi.org to learn more or follow us on [linkedin](#), [Instagram](#), [twitter](#), or [facebook](#).