



Marketing Manager

We are looking for a Marketing Manager to join our team at the VAB!

Representing a \$75 billion premium video industry, VAB is the voice behind some of the biggest names in media like NBCU, Paramount+, Disney, Warner Bros. Discovery, FOX and more.

Join our team of marketing experts who are passionate about driving the video advertising industry forward through insights and initiatives aimed towards answering marketer's toughest questions and improving measurement standards.

Who We Are

▶ **Insights**

- Media detectives who create [insightful content](#) on a variety of future-forward topics marketers care about, such as video streaming, consumer behaviors, TV buying innovation, cross-platform measurement, [multicultural marketing](#), and more

▶ **Measurement**

- Industry disruptors who are committed towards enhancing video advertising and the future of cross-platform [measurement](#) through initiatives like the [VAB Measurement Innovation Task Force](#) and recently, the first U.S. [Joint Industry Committee on Premium Video Currency](#)

▶ **Marketing & Communications**

- Passionate marketers who ensure wide distribution and use of our groundbreaking Insights content and [stay connected](#) with the industry by developing & speaking on panels, writing op-eds, producing events and hosting webinars and roundtables

Our Members

- ▶ [VAB members](#) are comprised of a community of major media companies ranging from
 - Premier members that create or distribute premium video content
 - Research and measurement companies (i.e., iSpot, Cadent, VideoAmp, Innovid, Amobee & more)
 - Cinema advertising companies

- And more
- ▶ **VAB's Board of Directors** is comprised of top advertising professionals from across the industry, representing some of the biggest companies including Disney, FOX, Paramount, NBCU, Univision, Comcast, Verizon, Spectrum and more.

Position Overview: Marketing Manager

Looking for an opportunity to grow your career in a trusted environment and truly make an impact?

This is an exciting role at the VAB that is focused on helping the team communicate key messages to the marketing industry through earned, owned and paid initiatives.

The position is part of the VAB Marketing & Communications team, reporting to the VP of Marketing & Partnerships. We need a bright-minded marketer and skilled communicator who is process-driven with strong organizational skills, attention to detail (very important!) and sense of accountability.

Primary Responsibilities:

- **VAB content is industry renowned.** Help bring this content to life by developing, executing and recapping VAB programs including webinars, email campaigns etc.
- **We just redesigned our website!** You'll be responsible for keeping the website continually updated through back-end CMS logistics, building landing pages for our activations, and maintaining & organizing website content weekly.
- **VAB has the ear of the most influential leaders in our industry.** You'll manage our email database and work within MailChimp to set up and execute email campaigns - also conduct email data analysis for marketing automation.
- **Bring our exciting events to life.** Help execute and promote our VAB events (either virtual or in person)
- **Get your creative juices flowing.** You'll help design sales & marketing materials such as emails, program overviews, sponsorship graphics and social media assets for VAB activities and partnerships.
- **We are vocal in our industry.** You'll maintain our Activations Database and promote our speaking appearances, op-eds and other activations on our website, through email marketing and social media.
- **Track our success.** You'll pull and analyze data & generate reports to see how we're doing on our KPIs.
- **Let's get Social.** You'll help promote our VAB activations on LinkedIn and Twitter
 - Manage paid social campaigns from end to end – campaign set-up, understand algorithms to identify KPIs, perform day-to-day maintenance, optimization, pacing analysis, and track & evaluate performance
 - Build and grow social media presence by creating unique and compelling content that drives brand awareness, signups to our website and downloads to VAB content

Role Requirements:

- 3-6 years minimum of professional experience, from media or marketing/advertising industry.
- Have strong interest and knowledge of the advertising industry and, specifically, the video advertising landscape.
- Be familiar with VAB Insights and be comfortable working with research, data & analytics and be able to articulate messaging.
- Must have a strong understanding of social ecosystem, paid social strategy, ad formats, audience targeting, budgeting, tracking and best practices.
- Creative writing skills
- Must have a self-starter mentality, possess time-management skills for juggling numerous time-sensitive projects simultaneously.
- Graphic design experience- knowledge of Illustrator is a must (and Canva a plus!).
- Knowledge of website management programs/CMS preferred (we use October).
- Experience optimizing for SEO/SEM a plus.
- Must be process-driven, collaborative with unwavering organizational skills, pay meticulous attention to details along with a strong sense of accountability.

What You'll Gain

- ▶ A tight-knit and **growing work environment** that provides team members of all levels, regardless of seniority, the opportunity to have their ideas heard and make an impact on the industry
 - Some of our best ideas come from our bright, younger teammates and *we want you to bring your unique perspective and ideas to VAB*
- ▶ **A community of mentorship**
 - Our team is comprised of media experts with deep experience and years of leadership that continue to educate and lift each other up
- ▶ **Career development**
 - Our Young Leaders Committee is a group of rising professionals that are focused on furthering growth, education and connections within the industry

Why is VAB Different?

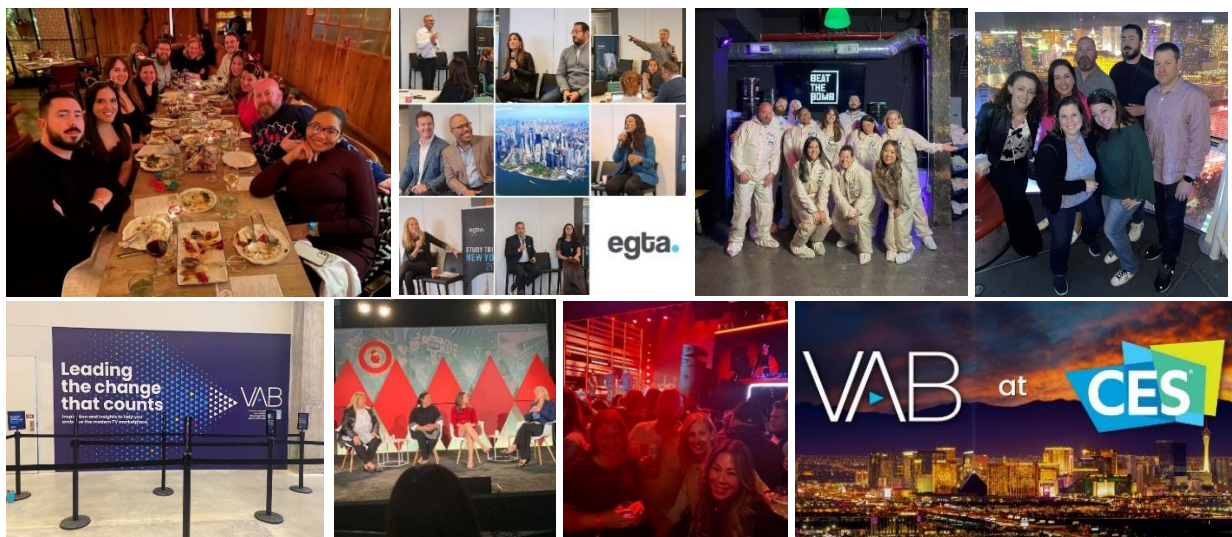
We care about your...

- ▶ **Career path:**
 - Direct exposure to senior leaders means you'll have mentors that can support, train and guide you. We promote from within – [check out these 3 employees who started their careers at VAB and have advanced.](#)

- ▶ **Recognition:**
 - 3 of our female senior leaders won industry awards just in the last year along with an industry award for our work!
- ▶ **Inclusivity:**
 - We embrace diversity and work hard to foster an inclusive environment. Check out our [Diversity Summit](#), bringing together 30 DEI leaders to inspire fresh thinking and ignite actual change in the workplace, in our lives and communities.
- ▶ **Work / life balance:**
 - Summer Fridays, flexible WFH schedule
- ▶ **Personal investment:**
 - Great health benefits and matched 401k.
- ▶ **Health & wellness:**
 - Gym reimbursement (we pay you to work out!), mental health days

Company Culture

- ▶ **We are** world-travelers, TV lovers, movie buffs, corn hole champions, escape room artists, coffee enthusiasts, supportive mentors, brewery explorers and all-around team players



Work for a team that genuinely cares for one another. We look forward to hearing from you!

We are looking forward to speaking with those that are willing to work hard, eager to apply their knowledge, as well as learn new skills. If a role below describes you and you want to work with us, please apply with your resume and a cover letter explaining why you are the best person for

that position to nelliec@thevab.com Please put the title of the position with your name in the subject line.