

Title: Marketing Director
Organization: Digital Living Network Alliance (DLNA)
Reports to: DLNA Executive Director

The Digital Living Network AllianceSM (DLNA) launched when a collection of companies from around the world agreed that they all made better products when those products were compatible. Today, more than 250 companies comprise DLNA and contribute to the vision of a network of interoperable consumer electronics, personal computers, and mobile devices.

The Digital Living Network Alliance is seeking a Marketing Director. Responsibilities for this position include serving as the Marketing Committee chair and directing and implementing DLNA's marketing and communication programs including branding, market-building, and outreach. The Marketing Director will also drive member acquisition and retention and manage the marketing budget.

Requirements

- Bachelor's degree in Marketing and Communications or related discipline; MBA is preferred but not required
- Five (5) to seven (7) years experience in technical marketing, communications or program/product marketing
- Experience in industry association marketing strongly preferred
- Excellent written and oral communication skills
- Superior program and project management skills
- Travel - US & International (approximately 20%)

Skills and Abilities

- Self-starter, highly organized, and able to succeed at all levels in the organization
- Strong leadership and consensus building
- Top level facilitation skills
- Proven record of developing and implementing successful marketing programs in a challenging environment
- Excellent presentation and interpersonal skills
- Ability to absorb and communicate technical concepts to diverse groups of domestic and international audiences
- Flexibility and optimism: Resilient and accommodating in managing multiple high priority tasks among many constituencies; flexible dealing with conflicting member interests and handling changing responsibilities and priorities
- Ability to conduct multimedia marketing

Responsibilities

- Spearhead DLNA's marketing activities
- Ensure that the marketing, advertising and PR programs contribute to the organization's mission and reflect the priorities of the Board
- Develop, manage and deliver annual marketing & membership plans
- Maintain outstanding member relations, including recruiting and retention
- Provide support and counsel to Marketing Task Force Chairs

- Drive development of DLNA strategies, which includes, but is not limited to creating opportunity analysis and developing industry roadmaps
- Manage global public relations program
- Develop and manage worldwide brand portfolio
- Manage market research acquisition and dissemination
- Develop and manage calendar of events

Salary based on experience

*Interested parties can submit their resume and a completed Marketing Director Application to DLNA Administration at connect@dlna.org.