



Position Description Marketing Manager

OVERVIEW: The Mohave Cooperative Marketing Manager oversees all marketing functions, leading the team in creating campaigns, events, and communication strategies to engage stakeholders, boost brand visibility, and build partnerships. This role also includes scheduling and coordinating conferences and trade shows the organization participates in, ensuring our team is well-represented at key industry events. The Manager is involved in both team leadership and active daily operations, with a focus on business development to identify growth opportunities and expand market presence. The ideal candidate will have strong community engagement expertise, a track record of successful marketing initiatives, and the ability to drive both marketing and business development goals.

RESPONSIBLE TO: Director of Mohave Operations

SUPERVISES: Marketing Staff

POSITION TYPE: Exempt

INTERACTS WITH: All Mohave staff, members, vendors, and public

PHYSICAL DEMANDS/WORK ENVIRONMENT: This position operates in a professional and home office environment and is largely sedentary; however, standard office equipment such as computers, phones, copiers and other small machines are frequently used. Some lifting of boxes of promotional material, displays, and products up to 50 pounds may be required. The home office environment must be conducive to privacy for virtual meetings and phone calls with Mohave staff and members/vendors.

TRAVEL: Frequent in-state travel is required, including overnight stays, and may include some out-of-state travel. A reliable personal vehicle, including current personal auto insurance, will be required for travel.

CORE DUTIES:

- Oversee the planning, development and implementation of all marketing and communications, including social media, print and digital content, website, email marketing, public relations, newsletters, and advertising.
- Establish department priorities for work assignments, monitor progress, review work outputs and ensure products are delivered in a timely manner.
- Participate in development and implementation of the organization's strategic plan.
- Oversee the development and management of the department's operating budget.
- Develop and implement a market research program to identify emerging trends in cooperative purchasing, stakeholder needs, and competitor activities that can inform outreach efforts.
- Prepare and disseminate recommended responses to market research analysis.
- Oversee the development of engaging and on-brand graphics and layouts for promotional materials (flyers, brochures, videos, etc.) and digital content, ensuring that all communications align with the organization's brand voice, tone, and messaging across all platforms and materials.

- Oversee the design, content, and accuracy of the organization's internal and external websites, ensuring compliance with state and federal accessibility laws and guidelines.
- Manage and review content for the organization's newsletter for external audiences.
- Use analytics tools to measure ROI, audience engagement, and the overall effectiveness of marketing strategies.
- Regularly report on marketing successes, challenges, and recommendations for continuous improvement to leadership.
- In partnership with the Engagement Specialist, identify and evaluate new revenue and service opportunities.
- Plan and coordinate conference and trade show participation ensuring company representation is appropriate at key industry events.
- Research, plan, and schedule facilities for Board of Trustees meetings.
- Manage the annual Board of Trustees election.
- Plan and coordinate the Mohave annual employee In-Service event.
- Facilitate the creation and dissemination of the annual member and vendor surveys, including the reporting of results to the leadership team.
- Those obligations imposed by applicable rules, regulations and statutes, and other duties assigned by the Director of Mohave Operations.

OTHER DUTIES: This Job Description is not intended to be a comprehensive list of activities or responsibilities. Duties, responsibilities and activities may change at any time with or without notice.

PROFESSIONAL ACTIVITIES

Membership and participation in appropriate professional organizations and professional development programs is expected.

EDUCATION/TRAINING

A minimum of two (2) years of experience in marketing, community outreach, public relations, or related fields, preferably in the public sector. Bachelor's degree in marketing, business, public administration, or related field is desirable, or any combination of experience and training to meet the minimum requirements.

Experience developing and overseeing the design and production of email and print materials and publications, website management, and digital/social media content creation and management. Excellent verbal, written, and presentation communication skills, with a strong ability to tailor messaging for different audiences. Proficiency in Microsoft Office Suite, social media platforms, and design software (Adobe Creative Suite, Canva, etc.). Excellent organization, leadership, and supervisory skills.

SIGNATURE: By signing below, I acknowledge that this position is an Exempt position which is not eligible for overtime and that I understand all the requirements above.

Employee Signature

Date

Witness Signature

Title and Date

MARKETING MANAGER

Competencies

Ethical Leadership

The Marketing Manager shall maintain high ethical standards in interactions with members, vendors and staff; base decisions on applicable rules, regulations, statutes, policies and organizational procedures; never allow personal gain to influence a business decision; base decisions and actions on what is in the best interests of Mohave, its members and vendors.

Relevant Knowledge & Understanding

The Marketing Manager shall exhibit detailed comprehension and proper application of applicable principles and procedures, to consistently and effectively meet organizational, member, and vendor needs and to maintain the exemplary quality and integrity of the marketing program.

Appropriate Participation

The Marketing Manager shall participate and represent Mohave at conferences, trade shows and other functions to provide and gain the knowledge and skills required to meet organizational and department needs and goals.

Quality Service

The Marketing Manager shall be prompt, courteous, respectful, honest, and accurate in performing duties, obtaining information, and responding to inquiries, to ensure everyone requiring or desiring service has a successful experience.

Commitment to Excellence

The Marketing Manager shall review processes and procedures for efficiency and effectiveness to ensure high departmental standards and Mohave's leadership in cooperative purchasing.

Quality Programming

The Marketing Manager shall possess and apply the knowledge and skills necessary to implement and manage a quality marketing program; collaborate on development and dissemination of printed and electronic presentations and publications; present to individuals and groups; obtain and analyze trend data; develop, implement, and manage programs; keep Mohave aware of stakeholder needs; and promote Mohave in a fair and effective manner.

Effective Management

The Marketing Manager shall possess and apply the knowledge and skills necessary to direct, manage, and measure team performance; develop and prepare team members to perform job duties; and develop internal and external tools, to ensure team and organizational success with high levels of accomplishment, a pleasant workplace, and fair treatment of all individuals.

Lifelong Learning

The Marketing Manager shall continually upgrade knowledge and skills to avoid stagnation of the individual, the team, and the organization.

Commitment to Mohave Virtues

The Marketing Manager shall commit to the Ideal Team Player virtues of humble, hungry, and people-smart to assist team members, contribute to team and organizational success, promote a positive work environment, and ensure fair treatment of all individuals.

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