POSITION DESCRIPTION

Position:  Director, Digital Marketing
Department:  Compliance Solutions
Location:  Washington, DC
Reports to:  General Counsel & Vice President

Summary:

BSA | The Software Alliance is the leading advocate for the global software industry before governments and in the international marketplace. Its members are among the world’s most innovative companies, creating software solutions that spark the economy and improve modern life. With headquarters in Washington, DC and operations in more than 60 countries around the world, BSA pioneers compliance programs that promote legal software use and advocates for public policies that foster technology innovation and drive growth in the digital economy.

As a key member of BSA’s Compliance Solutions Team, the Director, Digital Marketing will lead BSA’s global enforcement lead generation and compliance marketing programs. The successful candidate must be able to thrive in a fast-paced environment, collaborating effectively with BSA global staff at various seniority levels, outside agencies, consultants, and the BSA member companies to achieve operational goals. They will also bring a data-driven mindset, strong writing and editing skills, quantifiable exposure to managing digital marketing resources, and extensive experience managing communications projects and initiatives with demonstrable results.

Professional Experience and Qualifications:

• Bachelor’s degree required; degree in marketing, public relations, or communications strongly preferred; advanced degree in a relevant field a plus
• 7+ years of communications experience in digital marketing and conversion-focused lead generation campaigns
• Experience with Google Analytics, paid search, display advertising and social media campaigns, as well as analyzing metrics and identifying trends
• Demonstrated vendor management and budgetary oversight experience
• Ability to work collaboratively with diverse professionals at all levels of seniority
• Project management skills, including proven success implementing and executing high-quality campaigns in a fast-paced environment under deadline pressure
• Excellent organizational and problem-solving skills; ability to learn quickly and condense complex information from diverse sources into concise, attractive, user-friendly reports
• Strong media relations skills and experience, as well as an understanding of how to navigate media environments to achieve desired outcomes
• Demonstrated experience in taking an idea from concept to execution
• Foreign language skills a plus
• Must possess a proactive, self-sufficient, can-do attitude

Key Responsibilities:

Digital Marketing & Lead Generation
• Work with key stakeholders around the world to develop and oversee the execution of enforcement lead generation and compliance marketing campaigns that educate audiences about the benefits of licensed software use and generate intelligence regarding unlicensed use
• Retain and manage outside agencies, consultants, and vendors
• Work closely with BSA member companies to ensure messaging is consistent with their business models and priorities
• Supervise and control lead generation and compliance marketing budgets

Compliance Programs
• Develop and manage rollout of global compliance messaging, including maintaining key data and proof points
• Identify and promote speaking opportunities for General Counsel & Vice President and other BSA executives; act as spokesperson at relevant industry events and to the media

About BSA Benefits:

BSA recognizes that benefits play an important role in your selection of an employer. We offer generous benefits including many unique benefits and perks to our employees in locations around the world and encourage everyone to live a healthy, balanced life. Our comprehensive benefits include:

• Generous health, disability and life insurance
• Exceptional 401k plan employer contributions
• Year-end office shut down between Christmas and New Year’s
• Three weeks’ paid sabbatical every five years
• Generous paid maternity and bonding leave
• Emergency backup child care
• Health/Fitness and Financial/Tax Advice allowance
• Professional development, continuing education (including tuition reimbursement) and training
• Casual dress

How to Apply:

To apply for this position, please submit your resume and cover letter to careers-americas@bsa.org. Include the position title and location in your Subject Line.

BSA is an Equal Opportunity Employer and values diversity. We embrace and reflect diversity in our staff and seek skilled individuals who are motivated and passionate about the industry, our work and expansive community.

Thank you for your interest in career opportunities at BSA | The Software Alliance!

Posted: October 25, 2019