This profile provides information about APICS, the Association of Operations Management, and the position of Vice President of Marketing. The profile is designed to assist individuals in assessing their interest in and qualifications for the position. This search is being conducted by Association Strategies, Inc., 1111 North Fairfax Street, Alexandria, VA 22314. Applicants should submit a cover letter and resume to the Association Strategies, Inc., website: www.assnstrategies.com. To learn more about APICS, please visit www.apics.org.
Vice President of Marketing Position Profile
For APICS, the Association for Operations Management

Profile Methodology

The profile for the position of Vice President of Marketing of APICS was developed using organizational information and discussions with the organization’s CEO to identify and prioritize the skills, knowledge, experience, qualifications, and qualities required and desired in the position.

Position Overview

APICS is seeking a candidate with demonstrated success and leadership in the areas of developing and implementing strategic marketing plans, sales plans and forecasts; aligning international business plans with organizational objectives; directing and utilizing market research; and plans, directs, and oversees activities such as print and electronic media and communications, strategic industry relationships, and overall brand management.

To facilitate strategic decision-making by the CEO and Board of Directors, this position will be responsible for developing budgetary strategies, communications, facilitating relationships, and evaluating the strategic advantage and business potential and implications of current and prospective projects and programs.

With an entrepreneurial approach within a dynamic, expanding and economically significant organization, the Vice President of Marketing is expected to:

- Anticipate, forecast and communicate marketing challenges and opportunities and provide strategies and scenarios for action;
- Lead in developing/meeting appropriate benchmarks, performance matrices, and standards for the marketing program and allocation of budgetary and human resources;
- Identify technological and programmatic enhancements to APICS’ systems, structures, policies and processes to achieve its marketing strategies and objectives; and
- Cultivate and facilitate relationships with key industry partners, organizations, thought leaders and innovators that help position the APICS brand and strategic position to advance the organization in achieving its mission.
About the Organization

APICS the Association for Operations Management is the global leader and premier source of the body of knowledge in supply chain and operations management, including production, inventory, materials management, purchasing and logistics.

Since 1957, individuals and companies have relied on APICS for its superior training, internationally recognized certifications, comprehensive resources, and worldwide network of accomplished industry professionals. APICS recognizes the contributions supply chain and operations management professionals make to their employers and the global economy and has developed a comprehensive suite of educational resources, including:

- Education, training, industry publications and research, and world-renowned certification programs
- Opportunities for career development, networking and best practice sharing
- Local and global membership and affiliation opportunities worldwide

Today, APICS membership has grown to nearly 40,000 members and countless professionals who rely on the opportunities for career development and networking APICS provides. These include achieving the APICS CPIM designation; the APICS Certified Supply Chain Professional (CSCP) designation; the APICS Customer-Focused Supply Chain Management Course; the APICS Principles of Operations Management Course, and numerous development and workshop series and programs.

APICS expands its offerings to include both printed and online publications, including:

- APICS magazine
- APICS Operations Management Body of Knowledge (OMBOK) Framework
- APICS Dictionary
- APICS Operations Management Now
- APICS Extra
- APICS eNews
- APICS Connection
- APICS Production and Inventory Management (P&IM) Journal (Archived)

APICS research reports, folios, and career packs provide insights into trends and practices that are key to delivering the highest level of organizational and individual performance. Members receive exclusive reports to gather information by and for supply chain and operations management professionals, along with practical how-to steps and best practices, to improve operations in their organizations and gain insights about industry best practices. Folios highlight APICS research and provide members with practical application, summaries and articles from the award-winning APICS magazine. Career packs offer career path, competencies and job skills information for professionals in the field. They are useful to individuals seeking to advance their careers, hiring managers looking for qualified candidates, and organizations interested in establishing required competencies for the workplace.
Structure and Staff

Based in Chicago, Illinois, APICS has annual revenues of $24 million and 92 staff. 35% of the revenue is generated from internationally-focused projects and members. With an aggressive program of work and anticipated growth, APICS is seeking a Vice President of Marketing who will provide an overarching strategy to address the marketing of its meetings, certification programs, related training and development programs, and communications vehicles. The ideal candidate will have competence in developing benchmarks, collecting and utilizing industry research and data, and in developing and managing a highly-effective team, including geographically dispersed staff and contractors. The Vice President will be a key asset in the organization’s ability to achieve its goals as an international leader with the ability to influence the industry’s direction, attract business partners, and extend its reach in a growing and dynamic field.

Reporting directly to the Chief Executive Officer and working in coordination with senior management, the Vice President of Marketing will be the lead staff member responsible for the strategic direction and management of the APICS’ marketing and communications program and effectiveness. The Vice President oversees a team of seven professionals who manage marketing and brand management, art direction, communications, web content and design. The Vice President of Marketing joins a five-member senior team who oversee the areas of Membership and Channel Services, the E & R Foundation, Finance and Operations, and Certifications and other projects.

Vice President of Marketing Position

Summary:

Plans and implements marketing and product development programs, both short and long range, targeted toward existing and new markets by performing the following duties personally or through subordinates.

Essential Functions and Responsibilities:

- Develops and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services.
- Must develop marketing and service policies, programs and systems to support strategic direction.
- Must align international business plans with organizational objectives.
- Must partner with management team to ensure the best possible service and effective communications to APICS customers.
- Develops annual marketing and service plan in support of organizational strategy and objectives.
- Directs implementation and execution of marketing and service policies and practices.
• Ensures marketing communications are coordinated, support marketing plan objectives and meet organizational expenditure requirements in conjunction with Corporate Services.
• Oversees and directs market research, competitor analyses and customer service and retention monitoring processes and initiatives.
• Develops and manages marketing operating budgets.
• Plans and oversees advertising and promotion activities including print, online, electronic media, web based, and direct mail.
• Plans and oversees development of social media strategy and implementation. Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends.
• Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
• Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
• Establishes and maintains relationships with industry influencers and key strategic partners.
• Guides preparation of marketing activity reports and presents to executive management.
• Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
• Directs staffing, training, and performance evaluations to develop marketing programs.
• Directs market channel development activity.
• Represents company at trade association meetings to promote product.
• Analyzes and controls expenditures of division to conform to budgetary requirements.
• Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.

Education and/or Experience:

• Bachelors Degree (B.A., or B.S.) in Marketing, or Business required, Masters Degree preferred.
• Minimum of five years of related experience with progressive managerial responsibilities.

Knowledge and Skill Requirements:

• Experience in strategic planning and execution. Knowledge on contracting, negotiating, and change management. Knowledge of structuring sales quota goals and revenue expectations. Experience in planning marketing strategies, advertising campaigns, and successful public relations efforts.
• Work requires professional written and verbal communication, and interpersonal skills. Ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects. Ability to facilitate group meetings.
• This is normally acquired through a combination of the completion of a Masters Degree in Marketing and ten years of experience in a senior-level sales and/or marketing position.
• Work requires willingness to work a flexible schedule.

**Success factors/ job competencies:**

• **Reasoning Ability:** Incumbent must be able to apply common sense understanding to supply or to carry out instructions furnished in written, oral and diagram form, and be able to deal with problems involving several variables in standardized and non-standard situations. Demonstrate the ability to anticipate and solve practical problems or resolve issues.
• **Technology Skills:** Must be proficient in the Microsoft suite of products (Word, PowerPoint, Excel, Outlook, etc). May be required to learn database applications in order to write/generate reports using SQL applications like Crystal. Ability to use normal office equipment such as phones, copiers, scanners, VOIP applications, etc is expected.
• **Management** – ability to organize and manage multiple priorities.
• Commitment to company values
• Problem analysis and problem resolution at both strategic and functional levels.

**Working Conditions:**

The special characteristics of the work environment described here are representative of those that must be faced by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

• Individuals may need to sit or stand as needed. May require walking primarily on a level surface for periodic periods throughout the day. Reaching above shoulder heights, below the waist or lifting as required to file documents or store materials throughout the work day. Proper lifting techniques required. May include lifting up to 25 pounds for files, computer printouts on occasion.