

EXECUTIVE SEARCH



Managing Director, Communications and Marketing

SEARCH CONDUCTED BY

STERLING | MARTIN
a s s o c i a t e s

The Opportunity

The American Concrete Institute (ACI) seeks a motivated, energetic, and creative Managing Director of Communications and Marketing (MDCM). The MDCM is a newly created position that is responsible for planning, developing, and implementing all ACI communications and marketing strategies, plans, programs, and branding initiatives. The MDCM is responsible for managing the communications and marketing team. The Managing Director title within ACI is the equivalent of a Vice President level. The position reports directly to the Executive Vice President (EVP), who is ACI's chief executive officer. This position is based in office in Farmington Hills, MI (Detroit metropolitan area) and is not a remote or hybrid position.

About ACI

ACI is a leading global authority for the development, dissemination, and adoption of its consensus-based standards, technical resources, and educational, training, and certification programs. Founded in 1904, ACI is headquartered in Farmington Hills, Michigan, USA, with a regional office in Dubai, UAE, and resource centers in Southern California, the Midwest Region (Chicago, IL area), and the Mid-Atlantic Region (Baltimore, MD area). ACI has more than 94 chapters, 244 student chapters, and 40,000 members spanning more than 120 countries.

The Managing Director, Communications and Marketing Role

Essential Duties and Responsibilities

- Create and guide the strategy for a comprehensive communications and marketing program that creates and elevates awareness of ACI's mission, programs, product lines, and services.
- Oversee implementation of communications and marketing campaigns from ideation to execution.
- Ensure consistent articulation of ACI's desired image and position to internal and external stakeholders and audiences.
- Create and implement a media relations strategy and plan by identifying, developing, and maintaining key news media contacts; in consultation with the EVP, serve as a key media spokesperson.
- In conjunction with other key internal staff, lead market research efforts and monitor trends to identify challenges and opportunities for growth.
- In conjunction with other key internal staff, identify appropriate analytics to adjust strategies and measure the achievement of key targets and goals.
- Comprehend and support ACI's Strategic Plan, including business operations, culture, mission, vision, and departmental interdependence.
- In conjunction with other key internal staff, proactively implement the ACI Operational Plan, ensuring that all related Communications and Marketing elements are being addressed and

advanced.

- Work collaboratively with the staff team toward continuous improvement activities.
- Responsible and accountable for departmental forecast and budget, including proper allocation of costs.
- Negotiate contracts with vendors, distributors, and consultants, as appropriate, to manage media buys, printing of marketing collateral, video production, and other similar and related initiatives.
- Ensure departmental compliance with ACI policies as they relate to customers from embargoed countries.
- Ensure departmental compliance with ACI policies as they relate to record storage and retention, and security of ACI materials and customer data.
- At the direction of the EVP, serve as staff liaison to assigned Board committees.
- At the direction of the EVP, represent ACI at events, either independently or in partnership with other staff members.
- Create appropriate reports, business correspondence, and presentations, as necessary.
- Carry out supervisory responsibilities in accordance with ACI's policies and procedures, as well as all applicable laws, in a professional, consistent manner. These responsibilities include but are not limited to: Interviewing, selecting, and hiring employees; training, coaching, and mentoring employees; evaluating direct reports' performance for purposes of recommending promotions or other changes in status; rewarding and disciplining employees; planning, assigning, and directing work to support departmental, as well as ACI's overall goals and objectives; and addressing complaints and resolving problems in a timely manner.
- Ensure that subordinates follow ACI policies and procedures.
- Understand job functions of all direct reports.
- Ensure that the department has written procedures for all departmental functions.
- Other duties and projects, as assigned.

Required Skills, Experience, and Desired Qualifications

- 10+ years' experience in marketing, communications, or public relations, preferably in the non-for-profit field.
- 5+ years' experience with leadership oversight of a communications and marketing department.
- Bachelor's degree in communications, marketing, journalism, or public relations. (Master's preferred.)
- Demonstrated experience in designing and executing communications, marketing, and public relations plans, programs, and activities.
- Understanding communications trends, methods, and technologies.
- Experience with and knowledge of publishing various publications.
- Understanding of MS Office applications and solid knowledge of SEO, web and marketing analytics.
- Capacity to learn and utilize new computer programs, software, and systems.
- Additional certifications or licenses may be helpful for this position, such as the Certified Association Executive (CAE) designation.

Personal Qualities and Competencies

- Can effectively apply knowledge of job and company policies and procedures to complete a variety of assignments.
- Capacity to read, analyze, comprehend, and interpret general business documents and procedures manuals.
- Desire and drive to make an impact on the Institute and the global concrete industry.
- Strong leadership skills with the ability to foster support from others to accomplish goals and objectives.
- Exceptional organizational and project management skills with the ability to prioritize, handle multiple tasks, and meet deadlines.
- Ability to define problems, collect information, establish facts, and draw valid conclusions that positively impact ACI.
- Strong oral communication skills with the ability to speak effectively about complex matters before a wide variety of individuals or groups, both internally and externally.
- Proficiency in a broad scope of writing techniques and styles, with understanding of correct grammar, punctuation, and proofreading.
- Excellent interpersonal and listening skills with the ability to work toward a common goal within cross-functional teams.
- Ability to work with minimal direction and take on new assignments/projects with little supervision.
- Capable of exercising independent judgement and discretion to make decisions that impact group operations.
- Ability to uphold a high standard of conduct and ethics.
- Capable of maintaining discretion when working with confidential information.
- Flexibility and willingness to take on new projects and tasks.
- Foreign language skills are beneficial.
- This position will require attendance at conventions, trade shows, off-site meetings, industry conferences, training events, or other business-related events that could involve multi-day or multi-week overnight travel.

Compensation

A competitive compensation package will be offered to attract an outstanding candidate. The base salary for this role ranges from \$200,000 – \$225,000. Salary will be commensurate with the candidate's experience and qualifications.

To Apply

To apply, please send a cover letter and current resume (Microsoft Word® format preferred) [here](#). The cover letter should outline how your experience fits the requirements of the position, as this will be an

important factor in considering your candidacy.

Sterling Martin Associates is committed to providing equal opportunity for employees and applicants in all aspects of the employment relationship, without regard to race, religion, color, age, gender, pregnancy (including childbirth, lactation, or related medical conditions), marital status, parental status, sexual orientation, gender identity, gender expression, ancestry, national origin, citizenship, political affiliation, status as a protected veteran, status as an individual with a disability, or other applicable legally protected characteristics. All employment is decided based on qualifications, merit, and business need.

Additional Information

For more information, contact:

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