



At Global Management Partners, we're passionate about helping mission-driven organizations thrive. As a full-service association management company, we deliver personalized, high-impact support that empowers our clients to achieve their strategic goals. Our team is known for being responsive, collaborative, and committed to excellence in everything we do—from membership and committee support to communications, marketing, meetings, and operations.

We offer competitive salary and benefits to commensurate with experience in a casual but professional work environment. We offer a flexible work environment where team members can work from home or in our office, and we foster a fun, inclusive, and team-oriented culture that encourages professional growth and innovation.

What We Value:

- **Accountability** – We take ownership of our work and continuously strive to improve.
- **Commitment** – We go the extra mile to make our clients' work easier and more impactful.
- **Support** – We approach every challenge with empathy and a client-first mindset.
- **Inclusiveness** – We value diverse perspectives and create space for everyone to thrive.
- **Authenticity** – We communicate openly, honestly, and with integrity.
- **Excellence** – We hold ourselves to high standards because our clients' success is our success.

Join us and be part of a team that's making a difference—one client, one project, and one partnership at a time. Learn more at www.gmpartners.org.

Position: Marketing and Meetings Manager

Classification: Exempt

Reports to: Executive Director

Last Updated: 06/23/2025

The Marketing and Meetings Manager provides plays a critical role in planning and executing marketing, communications and meeting planning, as well as providing membership and administrative support to their assigned clients and team. They are responsible for developing communication strategies, fostering member engagement, website administration, collaborating with committees, and executing public relations activities in alignment with the Association's mission and objectives.

Key Responsibilities

I. Marketing Responsibilities

- Develop and execute comprehensive annual marketing and communication plans to promote the associations events, services, programs, and resources to members, including monitoring timelines and schedules to keep projects on time and on budget.
- Oversee the marketing efforts to ensure communication is branded, accurate, and informative.
- Working with the internal team and client committees to serve as the primary content provider, project manager, and point of contact for all marketing and communications efforts.
- Create and distribute marketing materials including email blasts, social media posts, newsletters, informational brochures, educational products, annual meeting promotions, journal, and other communication materials.
- Proactively manage and update website content and ensure timely publications of news, events, and content.
- Ensure associations' websites are user-friendly



- Analyze marketing data and metrics to measure the effectiveness of marketing strategies and make data-driven adjustments as needed.
- Oversee the production of promotional materials.
- Cultivate relationships with media outlets and industry publications to highlight the associations' programs, initiatives, and achievements.
- Prepare and distribute press releases and position statements as needed.
- Lead member recruitment and retention campaigns.
- Evaluate the effectiveness of campaigns by analyzing membership data and making data-driven adjustments as needed.

II. Meetings Responsibilities

- Develop and execute comprehensive annual meetings and events plans including monitoring timelines and schedules to keep projects on time and on budget.
- Manage all aspects of assigned Associations' meetings and events each year including but not limited to the coordination of timelines, logistics, registration, catering, AV setup, social and offsite events, dinners, and post-event evaluations.
- Negotiate contracts and work with venues, vendors, and suppliers to ensure quality and cost-effectiveness of projects.
- Manage budgets and reconcile expenses to ensure adherence to financial guidelines for meetings, events, and communications activities.
- Coordinate program planning, abstract management, and speaker communications with input from leadership.
- Oversee all meeting or event-related promotional and on-site materials and maintain a comprehensive meeting website and mobile app.
- Coordinate RFP processes including collection and creation of comparison reports of future venue options.
- Conduct site inspections and appointments with appropriate partners.
- Maintain effective relationships with suppliers, exhibitors, vendors, sponsors, and supporters.
- Source and work with third party CME accreditor to ensure program meets regulations and is compliant.
- Collaborate with the external partners for programming and outreach efforts.
- Oversee Annual Meeting evaluation process.
- Evaluate the effectiveness of meetings and communication efforts by analyzing metrics related to event attendance, website traffic, and communication engagement.
- Coordinate sponsorship and exhibitor engagement and fulfillment
- Promote meetings through email campaigns, social media, and website updates.
- Create and manage speaker logistics and program content.
- Assist with the coordination of live webinars and courses through direct communication with hosting organizations, contract execution, invoicing and payment processing, distribution of course materials, and marketing facilitation.
- Manage member benefit programs, including tracking utilization and assessing value.

III. Administrative and General Support Responsibilities

- Oversee and support assigned committees; serve as staff lead for committees as assigned (meeting scheduling, reminders, agendas, minutes and executing action items).
- Manage the membership process by processing payments, invoices, applications, and renewal dues in a timely manner.



- Maintain membership data online through websites and databases.
- Collaborate with the Associations' members to assist with inquiries and questions.
- Oversee membership dues processing, billing, and collections.
- Present dashboards and other education reports to committees, leadership, and executive staff as needed
- Review operating policies and procedures and identify process improvements.
- Manage phone lines and all other correspondence in a timely and professional manner.
- Maintain an orderly filing system to ensure easy retrieval of documents, records, and reports.
- Attend and participate in required GMP meetings, trainings, and events.
- Displays GMP values.
- Foster a positive and inclusive work environment that encourages teamwork, creativity, and continuous learning.
- Perform other duties or projects as assigned.

Minimum Knowledge, Skills, and Abilities

- Associate degree in communications, marketing, public relations, event management, business, or related field.
- Minimum of 3 years of relevant experience in marketing, communications, or event management.
- Proficient computer literacy skills (Microsoft Office: Word/Excel/PowerPoint/Outlook).
- Excellent organizational and time management skills; ability to plan and coordinately work independently balancing multiple work demands in a fast-paced environment.
- Ability to work outside standard hours occasionally, including evenings and weekends.
- Excellent customer service skills to address member inquiries and issues effectively.
- Strong project management skills, including the ability to lead multiple projects, manage deadlines, and support full event functions for multiple client associations.
- Excellent written and verbal communication skills, with the ability to adapt style to audience and represent the organization professionally.
- Strong interpersonal and collaboration skills, with the ability to build trust and empower teams.
- Demonstrates adaptability and independent problem-solving in dynamic environments.
- High attention to detail to ensure accuracy in event execution and membership data.
- Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook).
- Demonstrated experience in optimizing website user experience (UX).
- Knowledgeable in marketing meetings via email, social media, and websites.
- Experienced in using CMS platforms such as Wordpress.
- Skilled in graphic design.

Preferred Knowledge, Skills, and Abilities

- Advanced graphic design skills
- Knowledge of HTML
- Proficient in full-cycle meeting planning, including contract negotiation, RFP development, and vendor management.
- Experienced in using Association Management Software (AMS) platforms, such as YourMembership and Internet4Associations
- Association/Society experience
- Certified Meeting Professional (CMP)



Physical Requirements: Primarily sitting work, exerting up to 20 lbs. of force occasionally. Primary working while sitting, with occasional walking, stooping, crouching, and kneeling; frequent fingering, grasping, typing, talking-speaking clearly, hearing-conversation, and seeing-nearby.

- Ability to occasionally assist in client meetings and events.
 - Must be able to travel nationally and internationally (2-5 times per year)
 - Must be able to stand and walk for long periods of time (minimum of 8 hours) for 2-5 days.

Work/Environment: Moderate noise level consistent with an office environment.

Personal/Physiological: Interaction with people, working around people, planning of activities, making judgements in emergency situations, delegating work, and holding oneself and others accountable for meeting deadlines and finishing work, frequent changes in duties and volume of work, intra- organizational and client communication.

About Us

Global Management Partners (GMP) is a full-service association management company (AMC) located in Roseville, MN, providing professional management services to various member organizations. GMP's preferred model is to work with small to medium-sized associations. This niche allows us to provide the high level of personalized attention and outstanding customer service that we value.

GMP is a progressive organization that focuses on values and supports continuous learning at all levels. We believe that innovation, creativity and exposure to the best practices are essential in order to bring new ideas to our clients.

GMP's Position Statement on Diversity: Diversity is an integral facet of the global landscape and is a critical component to the success of all professions including association management companies (AMCs). Diversity in its many dimensions including ethnicity, nationality, race, culture, religion, gender, sexual orientation, socioeconomic background, mental and physical abilities, learning styles, values, and viewpoints enriches the work we do internally and with our clients.