



Vice President Marketing Insight

The **Vice President Marketing Insight** is responsible for creating a strategy to understand the organization's membership through data. This role reports directly to the AMA Chicago President and oversees three directors: Director of CRM, Director of Market Research, and Director of Analytics. The ideal candidate has the ability to gather information via research, understand data deeply, extract the most relevant insights, and use insights to advise chapter leaders on how to stay relevant and useful to the membership.

Main Responsibilities for the Vice President of Marketing Insight:

Develop and implement a data-driven strategy that gets to the core of member behavior. This includes:

- Creating surveys
- Facilitating focus groups
- Examining market data and provide KPI data for each Board Committee
- Working closely with the Director of the CRM database to ensure consistency and integrity of our CRM data via regular data cleaning and updates
- Overseeing the Directors who handle various facets of the data collection and implementation process and holding each director accountable for assets they own
- Providing monthly board report to President prior to board meeting
- Creating a KPI dashboard to be reviewed at each Board meeting
- Assuring the Directors of Analytics and CRM are providing other committees with timely information to make decisions about membership enrichment

Top Three Requirements for the Vice President of Marketing Insight:

- An expertise in CRM or Market Research or Marketing Analytics
- Proven supervisory and team management skills
- Ability to delegate to other directors

Time Commitment:

- 5 hours per week
- Hold monthly committee meetings
- Attend monthly board meetings & some events