

Sales & Marketing Director  
Home Builders Association of Northern Kentucky  
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The Home Builders Association of Northern Kentucky, one of the country's largest associations, is seeking applications for a Sales & Marketing Director. This is a largely commission based position in one of Greater Cincinnati's most revered organizations. The right applicant will have the opportunity to build and enhance the current product offerings of the association. Attention to detail is a must as this person will serve as the editor and coordinator of all association publications, website, e-newsletters, and social media efforts. This person would manage the day to day production of such efforts and will manage the relationships with any vendors necessary to produce said items. Public Relations experience a plus as this person would manage the PR for the association. They would advise committees involved with the publicity and promotion of the association. Sales experience a must as this person would mostly be compensated by the sales and service of an existing book of advertising and sponsorship clients, but must enhance the compensation by creating new clients and aggressive prospecting.

Applicants must:

- Create annual budgets and maintain project forecasts for publications and other projects
- Create strategic goals for publishing, public relations and promotions
- Embody excellent interpersonal skills
- Aggressive use of technology a must, including but not limited to office software, databases, web content interfaces, some basic html, graphic design software, social media, etc.
- Create cross promotional plans to network publications and sponsoships in the community and within the association
- Create, design, coordinate and implement new projects successfully