



The Washington State Council Painting Contractors Association (WSC PCA) is a non-profit organization operating under 501c6 status, with a mission to enhance the painting industry.

Serving as the local networking and social hub for our field, WSC PCA provides occasions for industry professionals to connect. Collaboratively, we strive to elevate our standing as skilled craftsmen, enhancing our reputations and expanding our knowledge base. Together, we address industry challenges and pursue continuous improvement.

WSC PCA's membership comprises licensed and bonded contractors, as well industry suppliers and manufacturers, committed to enhancing their businesses through the distinctive networking, education, and training avenues facilitated by the association.

Job Description: Marketing Director – Washington State Council Painting Contractors Association (WSC PCA)

Overview

The Marketing Director will collaborate with the Board of Directors and Executive Director to ensure effective marketing of the organization and provide an in-person presence at our events, with members, and potential members.

The duties associated with this position are collaboratively defined and may be adjusted to align with organizational goals, priorities, and the evolving needs of the organization. The outlined responsibilities described below are meant to serve as a general guide to the role.

Working in collaboration with the Executive Director, adjustments may be made to align with strategic objectives, emerging priorities, or organizational shifts. The Marketing Director will work closely with the Executive Director and actively participate in discussions to ensure a mutual understanding of each role within the evolving context of the organization.

Responsibilities

Develop and Implement Marketing Strategies:

- Create and execute marketing plans aligned with the goals and objectives of the Council to spotlight and promote the painting industry in Washington.
- Collaborate with member companies to coordinate joint marketing initiatives.

Event Planning, Coordination, and Promotion:

- Assist the Executive Director by being the on-site contact at Council events, including small trade shows, roundtables, educational events, networking events, and golf tournaments.
- Work closely with painting contractors and painting contractor companies to ensure successful participation in events.
- Collaborate with event organizers to promote industry events and initiatives organized or supported by the association.

Social Media Management, Content Creation, and Communication:

- Craft compelling content for various platforms, promoting the WSC PCA and its member companies.
- Participate in communication with members and external vendors, fostering positive relationships.
- Curate all social media marketing strategies and manage social media channels.
- Develop and curate engaging content that highlights the stories, achievements, and events of member companies.

Market Research:

- Conduct research on industry trends, competitors, and market analysis to inform marketing strategies.

Member Engagement:

- Collaborate with contractor members to understand their unique offerings and craft compelling marketing campaigns to promote their business and/or products.

Brand Management:

- Oversee and maintain the Council's brand identity, ensuring consistency across all communication channels.

Public Relations:

- Cultivate relationships with media outlets and industry influencers to secure positive coverage for the Council and its members.
- Manage public relations efforts to enhance the reputation of painting industry.

Collaboration and Partnerships:

- Work closely with the Executive Director and Board of Directors, member companies, and external partners to identify collaborative opportunities that benefit the painting industry community.
- Work closely with National PCA to leverage marketing initiatives, education, and brand visibility to enhance the Council.

Advocacy and Education:

- Develop marketing materials and campaigns that support the Council's advocacy efforts and educational initiatives.

This job description serves as a guide and may be subject to adjustments based on the evolving needs and priorities of the WSC PCA. The Executive Director will collaborate with the Board of Directors and Marketing Director to ensure effective leadership and management of the organization.

Job Type: Part-Time, Contract

Hours: 20 Hours Per Month

Pay: \$800 Per Month

Work Location: West side of the state preferred (Seattle area). Possible travel (optional) to Spokane.

Deadline to Apply: February 28, 2024. Interested candidates should email a resume and cover letter to executivedirector@wscpc.com.