



## Marketing Director

New Meridian Corporation, located in Austin, TX seeks outstanding candidates to fill a position as Marketing Director. The Marketing Director, reporting to the Vice President, Product Strategy, will develop and manage New Meridian’s branding, marketing, and communications, with the goal of expanding the reach and impact of our assessment solutions. Candidates interested in this position should have a background in marketing and an interest in broadly impacting K-12 education.

### Who we are:

New Meridian is an assessment design and development partner that helps states prepare today’s students for the challenges of tomorrow. We do that by providing technical expertise and the highest quality, research-validated test content that is uniquely focused on critical thinking, reasoning, and communication skills — the capabilities students will need to thrive in the future.

New Meridian is a 501(c)(3) nonprofit organization located in Austin, Texas. While only two years old, we have multiyear contracts with 10 states and agencies. With our clients, we are pioneering a new way for states to co-develop and share high-quality assessment content that results in states developing higher-quality testing programs more cost effectively.

We are financed primarily through program and licensing revenues, with additional targeted support from philanthropic organizations committed to deeper learning and high-quality assessments.

### Our ideal candidate:

We are looking for someone with strong marketing acumen, a proven record of successfully managing projects independently, excellent communication skills, and sound judgment and sensibility for working closely with seasoned executives and leaders. Our ideal candidate has the following traits:

- An ability to get things done: You are results-driven, action oriented, and persistent. You are a master organizer and project planner who consistently looks ahead and anticipates needs before they arise.
- Creative mindset: You have the ability to quickly adapt and develop creative solutions to communications challenges. You deeply understand marketing and communications and can synthesize information to recommend a plan of action.
- Emotional intelligence: You are highly self-aware and perceptive to the dynamics of key relationships. You are positive, empathetic, flexible, and curious. You naturally gain the respect of your colleagues through your authenticity, warmth, and competence.
- Trustworthy: You are highly ethical, principled, and mission driven, garnering the trust of colleagues and vendors.

#### Expected Duties and Responsibilities

- Manage development of New Meridian's company brand strategy and rollout of new branding work across New Meridian marketing and communications; ensure consistency of branding throughout New Meridian communications from overall company branding and individual products and service lines.
- Develop an integrated marketing and communications plan for New Meridian that reflects branding, this will include content marketing, email marketing, web platforms, social media, conference sponsorship and positioning.
- Manage the implementation of the marketing plan: developing collateral, managing web properties, events, and email campaigns to ensure consistent messaging.
- Work with New Meridian product management to ensure that product marketing plans are well-integrated and aligned with New Meridian's company branding, marketing, outreach, and operational activities.

- Work with New Meridian business development team, building tools and materials to support New Meridian's business development staff and to support channel partner enablement.
- Manage and motivate a marketing team consisting of contracted professionals as well as internal staff.
- Develop, measure, and track success metrics for all marketing activities.
- Coordinate monitoring of the competitive environment and regularly report status to the broader team.

Requirements and Experience:

- A bachelor's degree is required; a master's degree in marketing or business is preferred
- 5+ years' experience in managing corporate marketing function; specific experience with email marketing and social media is a plus
- Experience with brand-building at both the corporate and product line level
- Excellent written and verbal communication skills and presentation skills
- Strong analytical thinking and structured problem-solving ability skills
- Ability to organize, prioritize, and effectively handle multiple projects simultaneously
- Strong desire to take initiative and ability to work independently as well as within teams
- Occasional travel as required by execution of job responsibilities
- Preferred location for this position is Austin, TX.