



Position Profile

Marketing and Communications Manager

What is GALA?

The Globalization and Localization Association (GALA) is a 501(c)6 not-for-profit trade association serving the global language services and technologies industry. Our ~400 organizational members and their staff comprise an international professional community that facilitates communication and business across languages and cultures by using best practices in translation, localization, internationalization, and globalization. Thousands of industry stakeholders make use of GALA's digital resources and programming. Learn more at www.gala-global.org.

GALA is a fully remote, small-staff association with 4 FTE in the US and Europe, and a handful of contractors around the world.

Position Overview

This is a full-time, fully remote position which reports to the Executive Director. You will manage all aspects of marketing and communications for GALA. YOU will be the marketing department.

Responsibilities are "full spectrum," from developing strategy to writing copy and everything in between. You will collaborate with other GALA team members extensively to promote the industry, GALA membership, and our programs and events.

The ideal candidate has a proven track record in marketing leadership in an international association or B2B environment, with expertise in digital and social media marketing, brand management, and campaign development.

Occasional travel, including international travel, will be required.

Responsibilities

Marketing

- Marketing strategy: develop integrated marketing, communications, and branding strategy for the association, including the creation of marketing plans and campaigns for GALA membership, programs, and events.
- Brand management: ensure consistent branding across programs and channels; enhance messaging of GALA's brand and association value and *values* – be the effective champion of GALA's vision, mission, and brand.

- Market research: analyze industry trends to identify growth opportunities and stay competitive.
- Innovation: drive innovation in marketing and communications functions; evolve GALA's currently decentralized approach into a comprehensive, integrated approach.
- Marketing asset creation and management: work with GALA's graphic designer and other team members to develop assets for various marketing campaigns.
- Analysis and Insight: collect and analyze relevant marketing data and metrics and apply insights to improve overall success.

Communications and Publications

- Produce and deliver GALA's weekly member and monthly non-member newsletters.
- Manage GALA's social media channels (LinkedIn, Facebook, Instagram).
- Manage GALA's communications calendar.
- Work cross-functionally to develop and update other communication tools such as media kits and exhibitor and sponsor prospectus.

Public Relations

- Develop a comprehensive public relations plan for promoting GALA and the global language industry to external audiences in adjacent verticals and in the general business community.
- Leverage and nurture relationships with industry partners through GALA's established partner program.
- Forge new relationships with high priority external audiences.
- Participate in strategy development for external events.

Advertising

- Research, budget, and establish a paid advertising strategy leveraging multiple channels.
- Own and drive GALA's paid advertising on its website and newsletters.

Qualifications

Professional

- 5+ years' experience in a marketing leadership role, preferably in an international association or B2B environment.
- Deep understanding and experience with digital marketing channels and tools including email marketing, search engine marketing, social media, and content marketing.
- Digital-first mindset to set KPIs and help grow audience, engagement, and performance.
- Strong analytical skills and experience in market research, data analysis, and performance tracking.
- Strategic thinker with foresight and a results-driven mindset.
- Excellent written communication skills and talent for marketing writing for multilingual and multicultural audiences.
- Proficiency in graphic design principles and the development of print and digital assets.
- Experience with Canva, HTML, Drupal, basic audio/video editing (e.g., for social media).
- The ability to travel, including internationally, for up to a week at a time.

Personal

- Self-starter with high quality standards, superb time management, and the ability to juggle multiple priorities.
- Proven track record of working independently in a remote environment.
- Strong project management skills.
- Highly collaborative and team oriented.
- Prepared, proactive, well-organized, and self-directed.
- Polished, professional demeanor, comfortable interacting with people across a diversity of countries, cultures, beliefs, etc.

GALA is an equal opportunity employer and welcomes applicants with diverse backgrounds. Compensation will depend on experience. Benefits for US-based employees include unlimited PTO, SIMPLE IRA program with employer matching, medical, dental and life insurance coverage (85% for employees and 50% for dependents) and flexible work schedules. To apply, please send a cover letter and resume to jobs@gala-global.org. US citizenship is not a job requirement.