

Director, Public Awareness Campaign

The Certified Financial Planner Board of Standards (“CFP Board”) - headquartered in Washington, D.C.-is the certifying body for financial planning professionals. It is a non-profit organization that fosters professional standards in personal financial planning through its setting and enforcement of the education, examination, experience, ethics, and other requirements for the CFP certification.

CFP Board seeks a highly motivated professional who will be responsible for programs that achieve brand awareness and other brand equity metrics among target audiences. The programs include a multi-million advertising campaign, consumer public relations and communications, consumer facing website called letsmakeaplan.org and the essential research (primary, secondary, and competitive) and analytics to support campaign goals and performance. Responsible for the CFP® certification and CFP Board’s brands to include brand messaging in marketing and communications as well as the creative treatment of the brand in marcomm vehicles and deliverables. He or she will be the brand steward ensuring awareness, familiarity, and preference for CFP® certification as the standard of excellence in competent and ethical financial planning.

The ideal candidate will embrace open collaboration, possess intellectual curiosity, and help the organization deliver results towards fulfilling our mission.

Essential Functions

- Develop/improve, plan, and implement the public awareness campaign and its programs to achieve stated organizational goals.
- Manage advertising agency to create, test and implement annual advertising campaign within budget and schedule.
- Evaluate agency performance and provide recommendations for improvement and other courses of action.
- Oversee communication activities that support and complement advertising campaign and ongoing consumer awareness of CFP® certification.
- Evaluate and edit consumer content for Letsmakeaplan.org, consumer placed articles and press releases to ensure brand messaging and positioning.
- Direct the design, content, functionality and outcomes of www.letsmakeaplan.org; ensuring accuracy and timeliness of content and positive user experience.
- Leverage consumer insights and research to drive creative development, placement, and positioning.
- Identify secondary research data and manage primary marketing research programs that advance and support advertising strategy.
- Pursue and synthesize research and analytic insights to track performance, solve business problems and, as appropriate, recommend courses of actions to achieve goals.
- Implement ongoing consumer and/or user testing of programs (advertising, communications, website) as appropriate.
- Present qualitative and quantitative data in a meaningful, audience relevant manner.

- Conduct competitive analysis of CFP® certification mind share and positioning annually and provide recommendations for improvements, if any.
- Adopt ongoing evaluation and analysis of activities and outcomes and provide accurate, insightful information to executives.
- Ensure the delivery of quality, high impact programs in advertising, communications and letsmakeaplan.org that elevate awareness, preference, and intent to use of financial professionals who hold the CFP® certification.
- Prepare, write, and edit executive communication and presentations related to PAC.
- Maintain and enhance organization's brand guidelines.
- Ensure budget and schedule compliance and provide regular briefings.
- Support staff by offering a consistent perspective on our brand.
- Drive the internal process of approvals and coordinate the logistics of campaign launches.
- Collaborate with teams across the organization including Legal/Compliance, Marketing, Stakeholder Services, and Finance for contract negotiations and agency Scope of Work (SOW) implementation.
- Work with marketing and core business teams to translate short and long-term goals into successful creative across all channels – offline and online.
- Perform other duties as assigned.

Background/Skills/Abilities Preferred

- Bachelor's degree in Marketing, Advertising, Business, or related.
- 7+ years of experience advertising and marketing including corporate and/or agency experience.
- Demonstrated expertise in functional roles.
- Business acumen and corporate maturity essential.
- Excellent presentation as well as written and verbal communication skills.
- Aptitude for problem solving, consensus-building, and getting great work out of the door evident.
- Excellent project management skills with very strong attention to detail.
- Ability to oversee, interpret and utilize effective market research.
- Experience developing positive and productive agency and vendor relationships.
- Ability to adapt to changes quickly, agility in strategic thinking and tactical implementation.
- Demonstrated ability to think strategically and creatively.
- Flair for negotiating, persuading, and networking.
- Background in consumer financial services a plus.
- Proficient with all standard office software; including PowerPoint presentation skills.

To apply, send your resume and one-page letter summarizing your interest, qualifications, and salary expectations. Please reference the Director, Public Awareness Campaign position in your cover letter. Email your application to humanresources@cfpboard.org, Attention: Director, Human Resources, CFP Board, 1425 K Street NW, Suite 800, Washington, DC 20005.

CFP Board believes that diversity of experience and perspective are strengths and seeks to continue to grow a highly committed, skilled, and collaborative staff.