

**ASPHALT INSTITUTE, INC.**  
**JOB DESCRIPTION**  
*June 2026*

**JOB TITLE:** Vice President, Marketing & Membership

**SUPERVISOR'S TITLE:** President, Asphalt Institute

**FLSA STATUS:** Exempt

**GENERAL SUMMARY**

The Vice President of Marketing & Membership leads the Asphalt Institute's membership growth, engagement, communications, brand, and industry-promotion strategies. This position is responsible for strengthening the Institute's value proposition, increasing member recruitment and retention, elevating the Institute's voice across member and industry channels, and ensuring Asphalt Institute programs, meetings, publications, digital platforms, and Asphalt Institute Foundation-related communications are supported by clear, coordinated, and effective marketing. As a member of the senior leadership team, the Vice President supervises the Marketing & Membership Department, collaborates across Institute functions, supports relevant committees and allied industry initiatives, and helps position the Institute as the trusted voice for the liquid asphalt industry.

**ESSENTIAL JOB FUNCTIONS**

1. Serves as the Institute's senior leader for brand, messaging, strategic marketing, membership engagement, and market-facing communications, ensuring the Institute's voice is clear, credible, consistent, and effective across member, industry, public, and partner-facing channels.
2. Develops and manages a comprehensive membership growth and retention strategy, including prospective member identification, onboarding, engagement, renewal support, and lapsed-member recovery.
3. Designs, executes, and evaluates integrated marketing campaigns that promote the asphalt industry, strengthen member value, and support Institute programs, services, meetings, publications, and educational offerings.
4. Serves as the primary staff liaison to the Marketing and Membership Committees, engaging volunteer leaders in program development, campaign assessment, industry promotion, and member-value initiatives.

5. Leads, develops, and supports the Marketing & Membership Department, fostering a team culture grounded in accountability, collaboration, creativity, trust, and high performance while working cross-functionally to support Institute-wide priorities.
6. Oversees member and industry communications, including websites, email communications, Asphalt Magazine, newsletters, technical publications, press releases, promotional materials, and other communication vehicles.
7. Provides strategic oversight for Institute meetings and events to maximize member engagement, support strong content delivery, ensure efficient use of time and resources, and maintain budget discipline.
8. Provides strategic direction for the Institute's digital platforms, including website content, user experience, member-facing functionality, marketing analytics, and integration with association management systems.
9. Uses member research, reporting, surveys, engagement data, and other feedback mechanisms to better understand member needs, satisfaction, expectations, and emerging concerns, translating those insights into recommendations for programs, communications, meetings, and member value.
10. Coordinates marketing and communications support for the Asphalt Institute Foundation, the Asphalt Pavement Alliance, asphalt roofing industry promotional efforts, and other allied industry initiatives as appropriate.

The intent of this job description is to provide a representative summary of the major duties and responsibilities of this position. Incumbents may be requested to perform job-related tasks other than those specifically presented in this description.

### **SUPERVISORY RESPONSIBILITIES**

Supervises departmental staff in accordance with the department's organizational structure. Leads the team by setting clear expectations, supporting professional development, encouraging collaboration, and fostering a positive environment of trust, accountability, and teamwork. Works closely with other departments, the Asphalt Institute Foundation, member committees, and allied organizations to support Institute priorities and strengthen industry marketing initiatives.

### **REQUIRED KNOWLEDGE, SKILLS, EXPERIENCE, AND ABILITIES**

1. Bachelor's degree in marketing, communications, business, association management, or a related field.
2. Minimum of five years of progressively responsible experience in marketing, communications, membership, association management, industry promotion, or a related field.

3. Demonstrated supervisory experience, preferably leading a multidisciplinary team or similar oversight of cross-functional initiatives, boards, committees, vendors, or other external partners.
4. Excellent written, verbal, and executive-level communication skills.
5. Demonstrated ability to develop and execute marketing, communications, and membership strategies.
6. Experience managing budgets, vendors, events, campaigns, publications, and digital communication platforms.
7. Strong organizational skills and proficiency with Microsoft Office applications.
8. Ability to work effectively with volunteer leaders, committees, senior staff, members, vendors, and allied organizations.

**PREFERRED KNOWLEDGE, SKILLS, EXPERIENCE, AND ABILITIES**

1. Experience in a trade association, professional society, nonprofit organization, or member-driven environment. CAE, IOM, or other association-management credentials.
2. Experience with association management systems and software (AMS), CRM platforms, website content management systems, email marketing platforms, and marketing analytics.
3. Knowledge of the asphalt industry, heavy construction, infrastructure, building materials, or related sectors.

**OTHER REQUIREMENTS AND CONDITIONS**

This position is based at the Asphalt Institute headquarters in Lexington, Kentucky. Travel, primarily within the United States and Canada, is expected to be less than 15 percent. A valid U.S. passport, or the ability to obtain one within a reasonable period of employment, is required due to occasional travel to Canada. The position has no unusual physical demands and is generally performed in a professional office environment.

Reviewed:

EMPLOYEE

DATE

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SUPERVISOR

DATE

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