

Director of Marketing



Job Description

About Independent Suppliers Group

Independent Suppliers Group (ISG) is a member-owned cooperative that empowers independent dealers and distributors through group purchasing, financial management, and a comprehensive portfolio of value-added services.

With more than 700 members across North America and over \$8 billion in collective annual revenue, ISG is the largest cooperative in the industry. Through strategic partnerships with 200+ suppliers across multiple categories, we help our members strengthen their competitive position, expand their product offerings, and build more resilient, high-performing businesses.

Position Summary

The Director of Marketing is a prominent leadership role within Independent Suppliers Group (ISG), responsible for shaping and executing the overall marketing vision for the organization and its subsidiary companies. The Director of Marketing ensures proper alignment with ISG's long-term strategic plan, delivers innovative and creative marketing services, leads a high-performing team, and demonstrates measurable value to members, suppliers, and all stakeholders.

The Director of Marketing fosters strong and collaborative relationships with supplier organizations to maximize the return on their marketing investments, as well as with ISG members to provide impactful group marketing programs that strengthen their competitive position.

Reports To

Independent Suppliers Group President & CEO

Primary Responsibilities

1. Strategic Channel Marketing Leadership

- Define and lead the strategic marketing direction for ISG and its subsidiary companies, ensuring alignment with the organization's long-term vision, growth objectives, and channel partners.
- Develop and execute comprehensive annual marketing plans, including budget ownership and performance metrics.

- Identify and capitalize on opportunities that enhance organizational value, market positioning, and stakeholder engagement.
- Collaborate and present marketing plans and initiatives to the ISG Board of Directors.

2. Supplier & Member Partnership Development

- Partner with supplier organizations to design and execute marketing initiatives that generate measurable return on their marketing investments.
- Collaborate with ISG members and member committees to create customized, supplemental marketing plans that support their growth and success.
- Align supplier marketing programs with member needs to drive mutual value and increased engagement.

3. Team Leadership & Development

- Lead, coach, and develop a small team of marketing associates responsible for day-to-day execution of marketing programs and initiatives.
- Establish clear goals, accountability, and professional development opportunities to build a high-performing, collaborative team.

4. Industry Week Leadership & Event Strategy

- Lead the strategic direction, branding, and overall marketing execution of ISG's Industry Week event.
- Partner cross-functionally to ensure seamless planning and execution of this flagship channel conference event.

5. Marketing Execution & Operations

- Oversee all marketing programs, tools, and assets that drive organizational effectiveness, including digital media, social media, and public relations.
- Manage supplier marketing activities to drive sales and maximize funding opportunities.
- Ensure consistent messaging and brand alignment across all channels.
- Ensure consistent, high-quality messaging across all internal and external communications.
- Lead the company's social media strategy to enhance brand visibility, supplier value, and ISG's position as a leading resource for independent distribution.

6. Membership Growth Support

- Develop and support marketing initiatives that attract and retain members and affiliates.
- Collaborate with other ISG business units and external stakeholders to create targeted campaigns and supporting materials that drive growth.

7. Digital & Platform Management

- Oversee the development and optimization of ISG's website, dealer dashboard, and vendor platforms to maximize engagement and usability.
- Ensure all digital properties are accurate, current, and aligned with marketing goals.

Other Duties & Expectations

- Serve as a member of the ISG Leadership Team
- Actively contribute to the development and reinforcement of a positive, engaging, and transparent company culture.
- Support and guide marketing committee initiatives and objectives.
- Travel and attend industry events and represent ISG where appropriate.
- Perform other duties as assigned.