

COLORADO ASPHALT PAVEMENT ASSOCIATION

Position Description

Marketing Manager

Full-Time (Exempt) | Centennial, Colorado | Reports to: Executive Director

Salary Range: \$80,000 – \$100,000, based on experience

About CAPA

The Colorado Asphalt Pavement Association (CAPA) is the leading non-profit trade association representing the asphalt pavement industry in Colorado. CAPA supports its members through technical services, training, advocacy, and industry events, and serves contractors, suppliers, consultants, and public agencies across the state.

Position Summary

The Marketing Manager leads CAPA's marketing program, membership services and events. This position is central to how CAPA communicates with and serves its members and works closely with the Executive Director and staff to advance the association's mission.

Primary Duties

Marketing – Lead CAPA's marketing program, including:

- Development and execution of an annual marketing/communications plan
- Publications and newsletters
- Website, email marketing, and social media content and analytics
- Branding
- Exhibit booth presence at trade conferences and industry events
- Sponsorship and advertising sales to support non-dues revenue
- Committee support

Membership – Lead CAPA's membership services, including:

- Member outreach, recruitment, and retention efforts against annual goals
- Member directory and CRM/database (AMS) management
- Member fulfillment and engagement
- Tracking and reporting membership metrics to the Executive Director

Events – Plan, lead, organize, and implement CAPA events, including:

- Annual BBQ, Golf Tournament, Christmas Party, Awards Program
- Support for the Annual Conference,
- Volunteer and committee coordination for event execution

Budget & Reporting

- Manage budget for marketing, membership, and events functions
- Track ROI and report on marketing/membership KPIs
- Contribute updates to Board and Executive Director on program performance

Qualifications

- Bachelor's degree (BA/BS), marketing or related field preferred
- Minimum 5-8 years of experience in an industry association, marketing, business development, sales, or related field
- Strong, outgoing personality with excellent communication skills
- Experience with CRM/AMS platforms and email marketing tools; InDesign and Adobe
- Enthusiastic advocate for CAPA, asphalt industry, and construction

Work Environment

Office-based in Centennial with occasional in-state travel and periodic evening hours for CAPA events and the Annual Conference.

Benefits

CAPA offers a competitive benefits package including health insurance, a 401(k)-retirement plan, paid time off, and paid holidays.

How to Apply

Submit a resume and cover letter to info@co-asphalt.com. Application deadline: Friday, September 25, 2026.

CAPA is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, or any other characteristic protected by law.