

Job Title: Chief Brand Officer (CBO)

Department: Brand, Marketing & Communications

Reports To: Chief Executive Officer

FLSA Status: Exempt (Full-Time)

Work Location: Remote / Work from Home / Kansas City Area

Travel: Required

Position Summary

The Chief Brand Officer (CBO) is responsible for defining, protecting, and advancing the brand of the International Surface Fabricators Association (ISFA) and strengthening how the countertop and surface fabrication industry is represented to members, partners, policymakers, and the public.

This executive-level role leads to the development and execution of ISFA's brand, communications, marketing, and messaging strategy, ensuring consistency across all platforms, programs, and initiatives. The CBO provides strategic oversight of marketing and sales alignment, publications, digital platforms, advertising, and all external and internal communications, while coaching staff and leaders to ensure messaging aligns with ISFA's brand, values, and industry practices.

Core Values Alignment

The Chief Brand Officer is expected to uphold and advance ISFA's core values:

- Honest Work – We do what we say and stand by our word
- Proven Truth – We back everything with skill, facts, and pride
- Always Improving – We keep learning, building, and moving the industry forward
- Purpose Driven – We show up for our trade and our people
- Future Focused – We're shaping what comes next for every shop and fabricator

Essential Duties and Responsibilities

Brand Strategy & Stewardship

- Define, maintain, and evolve ISFA's brand identity, positioning, and voice.
- Ensure the ISFA brand aligns with industry best practices, credibility, and professionalism.
- Serve as the internal steward of the brand and an external ambassador for ISFA.
- Protect brand integrity across partnerships, programs, and communications.

Communications Strategy

- Develop and lead ISFA’s integrated communications strategy?
- Guide messaging that supports ISFA’s mission and elevates the countertop and surface fabrication industry?
- Ensure clarity, consistency, and values alignment across all internal and external communications?
- Support executive and board communications as needed?

Marketing, Sales & Growth Alignment

- Provide oversight of marketing and sales functions to ensure alignment with ISFA’s brand and strategic goals?
- Direct reports include:
 - Director of Marketing & Sales
 - Future positions as we grow
- Indirect reports include:
 - Association Administrator – Marketing
 - Association Administrator – Membership and Sponsorship Fulfillment
- Collaborate with sales leadership to ensure sponsorship, advertising, and revenue initiatives align with brand standards and ethical practices?
- Support membership growth, engagement, and retention through brand-aligned campaigns?

Publications, Digital & Media Oversight

- Provide strategic oversight for all ISFA communications platforms, including:
 - ISFA magazine and editorial content
 - ISFA website and digital properties
 - Advertising and promotional campaigns
 - Email communications, newsletters, and announcements
 - Social media and digital outreach
- Establish editorial standards, content calendars, and messaging guidelines?
- Develop quarterly and annual reports for stakeholders and industry?
- Manage press inquiries and media strategy?

Internal Alignment & Coaching

- Coach staff, leadership, and contributors on ISFA’s brand standards, voice, and messaging?
- Ensure consistency across marketing, education, safety, advocacy, and sales communications?
- Support internal training to help staff and volunteers communicate clearly and consistently on behalf of ISFA?

Staff Leadership & Budget Oversight

- Lead and manage the brand, marketing, communications, and sales-aligned teams?
- Support the growth and development of communications, marketing, and advertising staff as initiatives expand?
- Develop and manage the brand, marketing, and communications budget?
- Track performance metrics related to brand awareness, engagement, and growth?

External Relations & Industry Representation

- Support industry-wide messaging in coordination with alliance partners, stakeholders, and regulators?
- Ensure ISFA's public-facing communications strengthen credibility and trust?
- Collaborate with executive leadership to align brand messaging with education, safety, standards, and advocacy initiatives?

Required Qualifications

- Bachelor's degree required; advanced degree or equivalent experience preferred?
- Minimum of 8–10 years of progressive leadership experience in brand management, marketing, communications, or related fields?
- Demonstrated experience leading integrated marketing and communications strategies?
- Experience managing staff, direct reports, and budgets?
- Strong written, verbal, and strategic communication skills?
- Ability to work independently in a remote environment?

Preferred Qualifications

- Experience in a trade association, manufacturing, construction, or regulated industry?
- Experience aligning marketing and sales efforts with brand governance?
- Familiarity with publications, editorial workflows, and digital platforms?

Compensation & Benefits

- Competitive salary, commensurate with experience
- Company-sponsored health, dental, and vision benefits (first of the month following start date)
- Retirement savings plan with up to 6% company match (after 90 days of employment)
- \$150 per month utility stipend
- Remote / work-from-home position
- Paid business travel expenses for required travel

Work Environment & Travel

- This position operates in a remote, home-based work environment²
- Domestic travel is required to support meetings, events, industry engagement, and organizational initiatives²

Why This Role Matters

The Chief Brand Officer ensures ISFA speaks with one clear, trusted voice, aligns growth with integrity, and strengthens the reputation of both the association and the countertop and surface fabrication industry²