Professional Associations, Industry Information and Job Search Resources

**American Marketing Association** – [www.marketingpower.com](http://www.marketingpower.com): The American Marketing Association, one of the largest professional associations for marketers has 38,000 members worldwide, representing each specific area of marketing and provides on-going programs and events. Membership benefits include networking and professional development opportunities, access to member roster, career resources, discount for AMA events, as well as other industry events. Site includes a job database.

**NY State Chapter American Marketing Association** – [www.nyama.org](http://www.nyama.org)

**Direct Marketing Association** – [www.the-dma.org](http://www.the-dma.org): The Direct Marketing Association is the leading global trade association of business and nonprofit organizations using and supporting direct marketing tools and techniques.

**Direct Marketing Educational Foundation** – [www.directworks.org](http://www.directworks.org): The Direct Marketing Education Foundation was established in 1966 by the Direct Marketing Association with the mission to attract, educate and place students in the business of direct/interactive marketing. DMEF provides Student Career Forums in different cities nationwide. These forums focus on careers in the field of direct/interactive marketing, and offer valuable strategies for the job hunting. Website includes a job posting board.

**Association for Interactive Marketing** – [http://www.interactivehq.org/](http://www.interactivehq.org/): Association for Interactive Marketing is an independent subsidiary of the Direct Marketing Association and is a trade association for interactive marketers and service providers.

**Direct Marketing Club of NY** – [www.dmcny.org](http://www.dmcny.org): The Direct Marketing Club of NY is the tri-state organization that provides support, education and networking opportunities for direct marketers. Membership benefits include discounts to DMCNY luncheons, membership directory, quarterly newsletter and full access to job database.

**emarketing Association** – [www.emarketingassociation.com](http://www.emarketingassociation.com): The eMarketing Association is the world’s largest international association of e-marketing professionals. Members include companies, professionals and students focused on the e-marketing area. There is a reduced membership fee of $75 for full time students. Website includes information on industry events and conferences.

**New York’s Interactive Advertising Club (212)** – [www.212nyc.org](http://www.212nyc.org): 212 is New York’s leading organization for the digital advertising industry, comprised of a membership of over 5,000 digital media, marketing and advertising professionals. The mission of 212 is to create a forum for members to make connections, share insights and support the digital advertising community through education, programming and philanthropy. Website includes a job database and résumé posting application. Membership with 212 is free to all advertising agency employees, $50 for publisher/vendors and providers of technology/services/platforms/research.

**New York Women in Communications** – [http://nywici.org](http://nywici.org): New York Women in Communications is the premier organization for communications professionals in the New York metropolitan area. Membership represents all facets of the communications industry, including print, broadcast and online journalism, public relations, marketing, corporate communications, advertising, digital media and book publishing. Membership is made up of students, professionals at entry levels, mid-career stages and top management, as well as growing numbers of entrepreneurs. Several membership types are available including a student membership fee of $45 and a Young Professional Membership for recent graduates (within 24 months) for $75 plus a one-time administrative fee of $25. Website provides job board.
Market Research Association (MRA) – [http://www.mra-net.org](http://www.mra-net.org): MRA has approximately 3,000 members internationally and 12 U.S. chapters representing all segments of the research profession, including the Greater NY Chapter which has more than 410 members. Members have a competitive advantage with access to timely educational programs, networking opportunities, online membership directory, leading-edge publications and research, credibility through the Professional Researcher Certification (PRC) program, and participation in chapter events. Website has a job posting board. There is a student membership fee of $55 and you must be a full time student. Individual Membership is $350 and in addition to MRA membership, this fee includes either membership in Interactive Marketing Research Organization or MRA local chapter membership.

**Greater NY Chapter - [http://www.mra-ny.org](http://www.mra-ny.org)**

Interactive Marketing Research Organization (IMRO) - [http://www.imro.org](http://www.imro.org): IMRO is a division of MRA and IRMO members also receive membership in MRA. IMRO is a worldwide association of researchers dedicated to providing an open forum for the discussion of best practices and ethical approaches to research being conducted via the Internet. Membership benefits include access to cutting edge information, online advice from industry experts, networking and professional development opportunities.

The Association of International Product Marketing and Management (AIPMM) – [http://www.aipmm.com](http://www.aipmm.com): The Association of International Product Marketing and Management (AIPMM) is the world's largest professional organization of product managers, brand managers, product marketing managers and other individuals responsible for guiding their organizations and clients through a constantly changing business landscape. It is the only organization that represents those who manage the entire product life-cycle throughout any industry. Membership benefits include the national Product Management Educational Conference, regional conferences and peer forums.

Media Communications Association-International – [http://www.mca-i.org](http://www.mca-i.org): The Media Communications Association-International is a global community that provides professional development seminars and events, opportunities for networking, members-only benefits, forums for education, and information resources for media communications professionals. There are several membership levels including Student Memberships ($50) offering an opportunity for full-time students to develop through mentoring and access to potential employers and Transitional Memberships ($100) which provides graduating student members with a transitional pathway leading into their professional career. Association has recently implemented a “members only” job board.

International Association of Business Communicators – [www.iabc.com](http://www.iabc.com): The International Association of Business Communicators (IABC) is the leading resource for effective communication practice. The association provides products, services activities, and networking opportunities for people working in public relations, employee communication, marketing communication, public affairs and other forms of business communication. Website provides job postings.

**NY State Chapter – [www.nyiabc.com](http://www.nyiabc.com)**

Business Marketing Association – [www.marketing.org](http://www.marketing.org): The Business Marketing Association (BMA) provides members with networking and professional development opportunities, exclusive market research and cutting-edge industry studies focus on B-to-B topics, including areas such as salary surveys and communications expenditures. Chapter website includes job database. The New York Chapter provides special events, programs and other professional development and networking opportunities throughout the year.

**NY State Chapter – [www.bmanyc.com](http://www.bmanyc.com)**

Association for the Advancement of Relationship Marketing – [www.aarm.org](http://www.aarm.org): AARM is a worldwide network of business associates and executives who are deeply involved in Marketing, CRM and related subject areas. AARM was originally created in the mid nineties to satisfy the demand for an industry group to focus on the art-and-science of Relationship Marketing and related activities such as Direct and Interactive Marketing. Since then, AARM has become one of the largest business networks focused on the development, understanding and communication of the principles and disciplines of these related business activities on an enterprise-wide basis. Membership benefits include discounted price for seminars, member-only events at conferences, conference speaker opportunities, and opportunity to join Special Interest Councils.
National Mail Order Association – www.nmoa.org/index.htm: The National Mail Order Association provides critical business resources for companies involved in direct marketing. The mission of the NMOA is to provide education, information, develop new business concepts and ideas, and create business connections for small and mid-size direct marketers around the world. In addition, more than 10,000 people in over 150 countries are part of the NMOA professional network which can be joined at no charge. Membership in the NMOA professional network will connect you to industry events, networking opportunities and breaking industry news.

Word of Mouth Marketing – www.womma.org: WOMMA, is the leading trade association in the marketing and advertising industries that focuses on word of mouth, consumer-generated and social media platforms -- or marketing techniques that include buzz, viral, community, and influencer marketing, as well as brand blogging. The organization is committed to developing and maintaining appropriate ethical standards for marketers and advertisers engaging in such marketing practices, identifying meaningful measurement standards for such marketing practices, and defining “best practices” for the industry. WOMMA offers participation in leadership and networking opportunities, as well as professional development and educational programs. Membership is not individual, but for companies, and companies can join as either a brand or partner.

Job Search Sites

Careers-in-Marketing – www.careers-in-marketing.com: Careers In Marketing is designed to help you find a rewarding and interesting job in the world of marketing.

Direct Marketing Association – www.the-dma.org/jobbank: The DMA Job Bank is a niche job board that matches direct marketing employers and qualified candidates. This highly popular service attracts many thousands of direct marketing professionals who are both offering and seeking employment. It allows you to post a resume, search positions,

Direct Marketing Careers – www.directmarketingcareers.com: Direct Marketing Careers includes job postings specific to the direct marketing field as well as career resource information.

Marketingjobs.com – www.marketingjobs.com: MarketingJobs.com is designed to help you search sales and marketing jobs, and find sales and marketing companies nationwide.

Additional Job Search Sites:
Talent Zoo -http://www.talentzoo.com/
Word of Mouth Job Board-http://www.womma.org/jobs/009459.php
Media Bistro- www.mediabistro.com/joblistings/