



**Position Title: Digital Media Communications Associate**

**Position Overview:**

The Digital Media Communications Associate will be responsible for coordinating and implementing a strategic digital communications plan that will support and enhance Advance CTE's mission, vision and values. The ideal candidate will be a problem solver, enjoy engaging directly with a range of individuals and be a team player committed to getting results in a fast-paced environment.

**About Advance CTE**

Established in 1920, Advance CTE is the longest-standing CTE-focused national non-profit, representing State Directors and state leaders responsible for secondary, postsecondary, and adult CTE across all 50 states and U.S. territories. Our mission is to support visionary state leadership, cultivate best practices and speak with a collective voice to advance high-quality CTE policies, programs and pathways that ensure career success for each learner. For more information, see [www.careertech.org](http://www.careertech.org)

**Primary Responsibilities:**

The Digital Media Communications Associate will:

**Directly support and implement Advance CTE's communications strategy:**

- Inform and implement a strategic digital communications plan that will support and enhance the full range of Advance CTE projects, initiatives and organizational goals.
- Develop and implement a digital communications strategy that extends the reach and impact of Advance CTE materials, that highlights Advance CTE's success and showcases member news and achievements.
- Develop and implement a social media strategy utilizing and expanding upon existing platforms, including Twitter, Facebook, YouTube and LinkedIn.
- Ensure Advance CTE is at the cutting edge of digital media communications and storytelling by exploring and providing input into the expansion of the organizational digital media presence including new platforms, technology, etc.
- Assist in developing marketing materials including e-communications announcements and promotional toolkits for events, publications and tools targeted towards a variety of audiences.
- Assist in the development of infographics, brochures, posters and mailers for both digital and print use.
- Design graphics for web, e-blasts and social media.
- Edit and produce web videos using basic video and audio editing skills.
- Develop case-making materials including talking points, fact sheets and case studies.
- Monitor impact of communications efforts including, media outreach, social media and publications and actively utilize data to increase reach, utilization and impact of Advance CTE's work.
- Maintain and monitor internal adherence to the organization's brand and style guidelines.

- Compile, lay out and distribute Advance CTE's monthly membership email newsletter and other communications e-blasts and news releases as needed.

### **Website Support:**

- Serve as primary online content producer and editor, with responsibility for ensuring that the Advance CTE website meets high standards of editorial quality, accuracy, relevance, readability, user experience, and search engine optimization.
- Develop and oversee a schedule for website updates and routine maintenance, support updates to the website in alignment with the goals of the communications strategy, including overseeing content management, site navigation, search engine optimization, etc. and coordinate with other staff members who are responsible for project- or event-related content.
- Support the implementation of a blog strategy including authoring content and coordinating with other staff members and external partners who contribute content.

### **Other:**

- Develop an ongoing understanding of CTE and the role of Advance CTE in serving the CTE community.
- Occasionally travel, staying within established spending guidelines, and be requested to work flexible hours in response to member and media requests; as well as, attend and support Advance CTE annual conferences and Board meetings in the early morning hours or late evenings.
- Other duties as assigned.

### **Required Qualifications/Skills:**

- Educational or training coursework with focus on communications, marketing, graphic design, digital media or journalism plus three years of related experience in communications with familiarity of modern digital relation strategies.
- Demonstrated experience with online communication channels and digital media, and strong understanding of their complementary role in larger, comprehensive communications planning.
- Experience copyediting organizational materials and documents.
- Ability to think critically, use good problem solving and judgment, and take complex ideas and present them in a style for a layperson's understanding.
- Ability to work independently, accurately and meet deadlines and simultaneously manage multiple projects/tasks.
- Ability to receive and provide constructive feedback.
- Ability to develop and maintain positive relationships with a wide variety of people, including but not limited to, Advance CTE members, staff, government officials, key stakeholders, community partners, media and others.
- Excellent English language oral and written communication skills.
- Basic knowledge of graphic design and video editing.
- Knowledgeable of standard office equipment and computer software programs, such as Word, Excel and PowerPoint.
- Experience helping to manage an organization's presence on the web and social media (e.g., Twitter, Facebook, LinkedIn, YouTube).
- Excellent collaboration skills, particularly in soliciting and incorporating critique and feedback from multiple stakeholders. The candidate must work collaboratively with others, in groups large and small, as well as independently.

**Preferred Skills:**

- A working knowledge of user experience, search engine optimization, and website best practices will be valuable in this role.
- Familiarity with Google Analytics.
- Experience working with a nonprofit, membership organization, and/or with states.
- Experience writing web-based multimedia news stories, blog posts, and/or marketing content.
- Knowledge of Adobe Suite including Photoshop, Illustrator and InDesign preferred.

**Supervision Received:** The Digital Media Communications Associate works under the direction of the Communications Manager

**Supervision Exercised:** None

Compensation depends on experience and is highly competitive. **Benefits include:** fully paid health insurance for the employee; 9 percent retirement contribution after one year; and \$155 towards transportation.

**How to Apply:** Please submit a cover letter, resume, one writing sample and one digital media sample (e.g. graphic, social media strategy, video, etc.) and a list of at least three professional references and salary requirements to [careers@careertech.org](mailto:careers@careertech.org).