

Department: Marketing

Reports to: Director, Meetings, Marketing and Member Engagement

Status: Full Time

Overview: The National Sheriffs' Association (NSA) seeks a Marketing and Content Manager to create, write, curate, implement and manage marketing and communication activities and projects for the organization. NSA is an Alexandria, VA based law enforcement trade association.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Content Development and Management

- Share content through various channels, ensuring strong web presence
- Ensure that email blasts, print materials, online advertisement, social media posts, website updates, and all projects are completed for appropriate staff, reviewed, and delivered
- Proofread and verify content to ensure accuracy and, when necessary, edit for grammar and clarity
- Maintain websites including cross-linking content, updating content, and coordinating with the digital advertising team
- Evaluate analytics captured from web traffic, social media activity, and internal advertising campaigns
- Optimize content considering SEO and Google Analytics
- Design content marketing strategies and set short-term goals
- Build marketing project schedules and determine deadlines

Graphic Design and Management

- Produce complex digital files in scales from concept to finish for assigned projects
- Create event designs, drawings, and renderings for the association's events, following departmental and company policies, procedures, and practices
- Identify layout or visual design issues and make recommendations for corrections and improvements
- Ensure materials are consistent with the organization's brand
- Keep records of marketing projects, and retain copy samples for later use by staff

Editorial Management

- Act as main POC with *Sheriff & Deputy* production team with regards to article production, copy editing and theme production
- Ensure publication timelines are announced to proper staff and maintained throughout each issue cycle
- Manage staff submissions to the publication and ensure style adheres to NSA guidelines
- Handle requests for additional publications or reprints

Additional Duties

- Research trends and new marketing opportunities, and brainstorming ideas
- Develop policy and procedure that will guide workflow
- Develop and maintain branding style guide for association
- Develop marketing calendar, delegate tasks and ensure deadlines are met
- Communicate with staff to increase knowledge of project-related preferences, organizational history, and member specifics that will assist with marketing
- Receive feedback and generate ideas to increase member engagement
- Perform other duties as assigned

Desired Qualifications for the Position Include:

- Bachelor's degree in related field
- Demonstrated knowledge and experience in social and digital communication for an organization as evidenced by examples of online social media engagement, digital email campaigns, newsletters, blog posts, and other communications
- Strong organizational and time management skills with an emphasis on accuracy and attention to detail
- Highly dependable and reliable with regard to work schedule and ability to meet project deadlines
- Proficient in Microsoft Office Suite, knowledge of Adobe Creative Cloud
- Graphic Design experience (including Canva, Adobe Illustrator, InDesign, etc...)
- Proficient in website management (WordPress, Drupal, etc...)
- Experienced with Google Analytics and SEO a plus
- Self-motivated; able to work independently and in a team environment
- Ability to travel 5%

The above qualifications are representative, but not all-inclusive, of the experience, knowledge, skills, and abilities required for the position.

This full-time position is under the supervision of the Director of Meetings, Marketing & Member Engagement. Benefits include employee medical and dental insurance coverage, paid holidays, sick leave, vacation, and a retirement plan. Position is available immediately. Interested applicants should submit a cover letter, resume, salary requirements and writing samples.