



COUNCIL ON SOCIAL WORK EDUCATION

## **JOB AD**

**JOB TITLE:** Communications and Marketing Manager  
**REPORTS TO:** Vice President of Communications and Marketing  
**OFFICE:** Division of Communications & Marketing

**EFFECTIVE:** January 2020

### **POSITION SUMMARY**

As communications and marketing manager you will play an important role in assisting the vice president of communications and marketing with the creation, execution, oversight, and implementation of communications strategies and plans that will effectively promote the organization and its services/products.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Help develop and oversee the annual strategic communications plans for the association; see to the implementation of the plan by coordinating with internal divisions/departments and external partners for effective execution
- Collaborate with CSWE staff to determine communication/marketing needs and develop micro-communication/marketing campaigns and collateral as needed
- This role is essential in managing CSWE's image! Manage the organization's website by reviewing content changes and recommending design/content revisions to improve user experience and search engine optimization
- Your impeccable writing and editing skills will be used to develop and approve content that promotes the value of the association and its programs to members and key audiences. The content will include e-mails, press releases, articles, newsletters, fact sheets, infographics, social media, and more.
- Build CSWE's brand and social media presence: create and manage CSWE's digital media strategy to engage target audiences with compelling content, including video
- Oversee the design of graphic elements, posters, brochures, fact sheets, logos, or other promotional products
- Track media coverage, decipher metrics, build press lists
- Your insight will be used to analyze trends and best practices, then to make recommendations to the Communications and Marketing Division accordingly
- Other duties as assigned by the vice president of communications and marketing

## **QUALIFICATIONS, KNOWLEDGE, AND SKILL REQUIRED**

- Bachelor's degree, preferably in communications or marketing, and 5+ years working in communications and marketing with proven ability to execute effective communications initiatives
- Familiarity with a variety of marketing concepts, practices, and procedures
- Familiarity with APA editorial style
- Excellent communication and interpersonal skills and verbal and written communications required
- Strong relationship-building skills for forging conversations and partnerships with key media and other partners/organizations required
- Excellent writing skills required
- Ability to adeptly manage multiple projects at once, maintain timelines
- Excellent project management and organization skills; ability to prioritize large volumes of projects and effectively see them through to conclusion required
- Ability to create communication opportunities
- Knowledge/experience in marketing strategies and concepts preferred
- Proven ability to work independently

## **ADA SPECIFICATIONS**

This position is primarily sedentary and is performed in an office setting. Position requires ability to communicate effectively and the ability to use computers, telephones, and other office equipment. Periodic out-of-town travel is also required. To be qualified, you must have the requisite skills, experience, and education for the job and must also be able to perform the essential functions of the job, with or without reasonable accommodation. The Council on Social Work Education provides reasonable accommodations to applicants on request.

## **Application Instructions**

- Please e-mail your résumé, cover letter, and three writing samples to [jobs@cswe.org](mailto:jobs@cswe.org).
- Please communicate your salary requirements in your e-mail.
- When submitting your application via e-mail, please use the subject line "CSWE Communications Manager."
- Please title all attachments using the following format: "last name, first initial\_ document name CSWE" (e.g., Doe, J\_Resume CSWE or Doe, J\_Cover Letter CSWE).