

## **MANAGER, DIGITAL MEDIA**

**Current Incumbent:**

**Reports to:** Director of Communications

**Status:** Full-Time, Exempt

**Updated:** 08/28/18

**Department:** Communications

**Direct Reports:** 0

**Indirect Reports:** 0

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### **SUMMARY OF POSITION:**

*The Manager, Digital Media is responsible for all email communications with members and non-members and management of all NAA social media channels. Other responsibilities include NAAHQ website support.*

### **PRINCIPAL ACCOUNTABILITIES:**

#### **Social Media Management**

- Develop and manage NAA's online presence on social media websites to encourage member participation, including creating new and maintaining current social media pages, monitoring/approving membership to groups, approving and promoting discussions. (LinkedIn/Facebook/Twitter/Instagram)
- Creates hashtags for each conference and monitors tweets/posts. Manage social media ambassador program with member influencers.
- Compile analytics to assess success of social media initiatives and overall growth.
- Post discussion questions, promotional posts and NAA editorial content as appropriate.
- Monitor all social media channels and remove inappropriate content.
- Promote and participate in live Twitter chats about industry-related topics
- Fulfill customer service duties via social media inquiries and requests.

#### **Marketing**

- Works with Digital Content Manager and outside vendors on digital strategy.
- Participate with the marketing team in developing a social media component for all program/event promotions.
- Recommend appropriate use of software tools to promote NAA membership, products, services, and events as well as the rental housing industry as a whole.
- Work with staff to create and further the use of video content in all social media channels.
- Manages social media and email line items in the communications, marketing and website budgets.

#### **Online Advertisements**

- Coordinate with NAA departments on advertising goals and manage and monitor advertisements on social media (Twitter, LinkedIn, Facebook, Instagram).
- Create language and layout for NAA initiatives on Facebook and LinkedIn ads/promoted posts and conduct A/B testing of headlines, content and images.

#### **Email Communications**

- Gather information internally for electronic newsletters and informational emails from staff, writes and/or edits articles as appropriate, enters content into email templates, suggests subject lines, and schedules release of newsletters.

- Gather information for electronic marketing messages, designs HTML templates in accordance with the product's brand identity and schedules the emails for distribution.
- Create email templates for newsletters, conference promotion, NAAEI course promotion and marketing, Government Affairs communications, and other departmental needs.
- Research and ensure compliance with current HTML email design best practices and guidelines. Test all email designs across various email clients to ensure that the design is as consistent as possible.
- Maintain an editorial calendar for electronic messages.
- Work with Database Administrator to create and maintain target groups.
- Monitor member interest of communications and unsubscribe rates and recommend areas where messages can be consolidated.
- Review email delivery reports and release relevant statistics.
- Create online surveys and analyze results with staff as appropriate.
- Manage subscribers to monitor bounced and blocked emails.
- Provide email statistics to departments including specific information such as number of emails, click-through rates, subscription rates, etc.
- Manage outside email provider regarding best practices, new product roll-outs and support.

### **Position Qualifications:**

#### ***Required***

- College degree and 3 years work experience.
- Familiar with social media channels including Facebook, LinkedIn, Twitter and Instagram.
- Marketing background, specifically writing social media copy.
- Organized and detail-oriented with ability to adhere to project timelines.
- Computer proficient, including MS Word, Excel, Photoshop, basic HTML.
- Proficiency with marketing automation tools (Pardot, Hubspot, Marketo; etc.). Pardot preferred.
- Must be capable of working independently and multitasking in a demanding, priority-driven department that is customer-service oriented.
- Database experience preferred (Salesforce).

**Please send resumes and salary history to [Resumes@naahq.org](mailto:Resumes@naahq.org). No phone calls, please.  
EOE M/F/H/V**