

**Virginia Press Association**  
**11529 Nuckols Road**  
**Glen Allen, VA 23059**

**POSITION TITLE:** Communications Manager

**REPORTS TO:** Executive Director

**FUNCTION:** Responsibilities include creating and implementing a strategic communications plan for the association that will reach both internal and external audiences and support the association's strategic plan. The communications manager will work with the association's membership services, advertising and legislative/advocacy teams. Manages print and digital communications and marketing initiatives for the Virginia Press Association.

**SPECIFIC RESPONSIBILITIES:**

**Communications & Marketing:**

1. Develop and implement member communications strategy.
2. Manage print publications, eNewsletters, VPA website, email communications, social media, face to face (Speaker's bureau) and special events.
3. Coordinate and lead monthly editorial meetings with association staff.
4. Design and update marketing materials (print and digital) for association trainings, events, services, benefits, and more.
5. Assist with the 'Why Newspapers' Campaign
6. Coordinate legislative/government relations communications with the association's contracted lobbyist.
7. Coordinate press releases related to the annual awards banquet and conference with direction from the Director of Member Services.

**Publications:**

1. Coordinate the production of the annual membership directory including information gathering, design, proofing, printing/production.
2. Coordinate the production of the annual conference program with the Director of Member Services.
3. Coordinate production and maintain content of the association's marketing materials.

**Website:**

1. Co-coordinate (with the Director of Member Services) redesign of the association's website.
2. Coordinate content revisions, in collaboration with other staff, and write copy for website updates.
3. Update website content routinely – perform daily quality control checks including a weekly broken link check.

**Administrative:**

1. Maintain database with direction from the Director of Member Services.

2. Maintain records of communications activities including excel spreadsheets and press release plans/schedules.
3. Assist with administrative tasks related to Director of Member Services projects such as the annual conference and awards banquet.

**Internal/External Relationships:**

Reports to the Executive Director. Works closely with the Director of Member Services and advertising/outside sales staff. Works with members and selected vendors/contractors for graphic design and technical support, as well as membership directory, website, and database.

**MINIMUM QUALIFICATIONS:**

Bachelor’s degree in marketing and/or communications or equivalent degree and/or work experience. Two to three years of experience working in communications/marketing preferably in an association or nonprofit environment.

Skillset(s)	Proficiency Level
MS Office	Proficient
Adobe InDesign	Excellent
Adobe Photoshop	Excellent
Adobe Acrobat Professional	Excellent
Writing & Verbal Skills	Excellent
Social Media Platforms (i.e. Facebook, Twitter, Instagram)	Proficient
Knowledge of web design/administration on the back end	Excellent
Graphic Design	Moderate to Good
Database Administration	Moderate
Email/Marketing Software (e.g. Constant Contact, Mail Chimp)	Excellent

*Additional Skills Desired:*

- Drive to achieve excellence; willingness to learn; accuracy to attention and detail; sensitivity to member’s needs, and enjoy working as part of a team.

**SALARY & BENEFITS:**

We offer a convenient location, free parking, training support, competitive compensation, and excellent benefits that include 100% paid health insurance, paid time off for vacation, sick leave and holidays, and a 408(k) SARSEP retirement plan. Position is exempt.

**TO APPLY:** Email resume, cover letter and three writing samples and/or marketing materials to Ms. Janet Madison, [janetm@vpa.net](mailto:janetm@vpa.net) **Application Deadline: 5 p.m. Friday, September 15**