

Editorial Director & Content Specialist

March 15, 2017

Reports to: NAPA Vice President for Communications
Exempt Category: Exempt, ineligible for overtime pay

Nature of Duties:

This position is responsible for content development and production for the various communications channels of the National Asphalt Pavement Association. This includes writing and editing the biweekly e-newsletter, *ActionNews*; managing the bimonthly print and digital magazine, *Asphalt Pavement*; management of NAPA's social media presence and upkeep of the association's website. Development and production of other publications and materials, both print and electronic, such as technical publications and promotional materials, are also within the scope of this position.

Examples of Duties:

External & Member Communications

- Writes and develops copy and articles for a wide variety of NAPA publications, including scheduled and non-scheduled, both print and electronic.
- Provides editorial direction for the association's magazine, including soliciting and writing articles for it.
 - Includes maintaining contacts and communication with State Asphalt Pavement Associations, National Center for Asphalt Technology, NAPA Associate and Producer members, and others in the interest of finding and developing content.
- Collects information from various sources, including association staff, to write and produce biweekly electronic newsletter, *ActionNews*.
- Develops content for NAPA websites and social media channels.
- Produces monthly update on NAPA activities for use by state directors and state asphalt pavement associations.
- Solicits and produces biannual update on activities of past chairmen.
- Develops annual report on NAPA and NAPA REF activities.
- Responds to inquiries from association membership for information on publications, other association activities, also direct inquiries to other staff as needed.
- Represent NAPA at trade shows, meetings, and other public events.

Editorial Support

- With association's meeting department, develops copy for promotional and informational materials for meetings, conferences, workshops, webinars, and other association activities.
- Edits copy developed by the other NAPA departments and by outside writers in preparation for distribution by the association.
- Supports other NAPA staff in written and electronic communications.
- Guides other NAPA staff in social media use.
- Writes copy for use in special promotional materials in coordination with other staff, including print and electronic materials for meetings and workshops, promotional brochures, membership recruitment and retention materials, etc., as requested.
- Prepares speeches, presentations, and other written materials for NAPA national officers upon request.
- Writes and edits communication materials for NAPA Research and Education Foundation.

Technical Support & Administration

- Administers NAPA's websites, including posting content, tracking analytics, and devising improvements.
- Administers NAPA's social media accounts, including posting content, tracking analytics, and developing strategies for building audience.

- Maintains in-house mailing lists for *Asphalt Pavement* magazine and other special mailing lists.
- Coordinates editing, printing, and distribution of various association publications and materials.
- Provides direct support and general administration of designated NAPA committees and task forces.

The intent of this job description is to provide a representative summary of the major duties and responsibilities of this position. The individual may be requested to perform job-related tasks other than those specifically presented in this description.

Knowledge, Abilities, & Skills:

Excellent communication skills, an ability to maintain effective working relationships and a take-charge attitude are essential for this position. Specific attributes include:

- Knowledgeable of the magazine printing and production process and capable of working with contracted designers and ad-sales teams to produce high-quality publications.
- Able to simultaneously manage a multiplicity of projects and tasks.
- Proficient in using computer word processing and desktop publishing tools (e.g., Word, InDesign, Photoshop, Adobe Acrobat, and other programs). Some level of skill in photography is helpful, as is familiarity with audio and video editing and production.
- Ability to monitor trends in trade and association publishing to identify trends in magazine design and newsgathering that can be used to improve NAPA's publications.
- Dynamic and enthusiastic communicator with excellent written and oral skills.
- Able to establish and maintain effective working relationships with owners, senior management, and staff of NAPA member firms, association staff, and with business/professional contacts.
- Sense of curiosity and the ability to generate original or innovative ideas, display initiative, and conceptualize programs that will benefit the industry.
- Effective planner and organizer with close attention to details. Be able to manage multiple priorities.
- Highly motivated self-starter, dynamic team player with the ability to accept a high level of responsibility.
- Able to exercise considerable judgement and initiative in performance of job tasks and responsibilities.
- Knowledge of website maintenance, including familiarity with HTML and content management systems (e.g., Joomla).
- Understanding of how different social media channels can be used to amplify NAPA's messages, as well as an awareness of emerging channels for communication.
- Able to travel as needed.

Education & Experience:

Should be a graduate of an accredited college or university with at least a BA or BS in English, Journalism, Mass Communications, or a related field. Must be able to write clearly and concisely, often under tight deadline. Must have the ability to write to a variety of audiences, including technical, semi-technical, and general. AP Style knowledge is a plus. Must have knowledge of print production and familiarity with electronic communication tools such as websites, e-newsletters, social media, etc. A minimum of five years of progressive experience in the field of communications. Some knowledge of the road industry is preferable, but not essential.

Physical Demands:

This position has no unusual physical demands. Commercial airline and automobile travel are required, principally within the United States.