

NATIONAL ASPHALT PAVEMENT ASSOCIATION
Manager of Digital Assets/Designer
November 2020

REPORTS TO: Director of Communications

DEPT: Communications

EXEMPT CATEGORY: Exempt

FLEX SCHEDULE: Eligible with Approval of Supervisor after 90 days

SUMMARY OF DUTIES

The Manager of Digital Assets/Designer is responsible for creatively and proactively overseeing the design, development, planning, and management of NAPA's digital content including its websites, social media platforms, and all e-communications. The digital strategist/designer is responsible for the visual representation of NAPA through-out all its communications and ensuring that NAPA products (print and digital) are visually compelling and design elements are cohesive with NAPA's brand strategy.

PRIMARY RESPONSIBILITIES

- **Design layouts, graphics and other design elements for all NAPA Products**, including websites, social media channels and all e-communications along with the Annual Report and technical publications as well as providing support for magazine (production is outsourced) where appropriate
- **Create design elements for the NAPA website(s)**, and support overall success of the site(s).
- **Develop social media calendar content and oversee social media accounts** to ensure NAPA is engaging with external stakeholders through their posts and they are responding by engaging with those of NAPA
- **Assist in the execution of campaigns related to advancing and advocating for the asphalt pavement industry** including designing graphics and other digital shareable materials to support asphalt's value proposition
- **Support the execution of NAPA's video strategy** by creating videos across all areas of the organization
- Work with other departments to determine their design needs for marketing their programs; **ensure consistency of style across all departments.**
- **Design promotional materials** for meetings and events, webinars, and other association activities
- **Develops infographics and visual dashboards** to spotlight important NAPA efforts, activities, programs and member benefits in newsletters, other member communications vehicles, and social media
- **Design compelling membership materials** that clearly state the NAPA membership value proposition
- **Establish goals and track metrics** for social media

- **Design NAPA ads** to fulfill NAPA's advertising contracts with publications such as *Roads & Bridges, Pavement Preservation Journal, ENR*, etc.
- **Maintain style guide** for website, social media and other digital communications.
- **Serve as a collaborative partner** to NAPA's Editorial Director

May be asked to perform other duties as required that are not outlined in this job description.

QUALIFICATIONS

- Bachelor's degree in Digital Communications, Marketing, Communications, Journalism, or related field, or equivalent experience
- 4 to 6 years of relevant experience in digital communications with demonstrated success
- Knowledge of the road construction industry is highly desirable
- Ability to think creatively and work collaboratively to tell detailed technical information in visually compelling manner

SKILLS

- Experience with social media platforms in a professional setting (Facebook, Twitter, LinkedIn, Instagram, YouTube) and social management tools including the use of Google Tag Manager for counting conversions
- Experience working in a digital communications platform (Click Dimensions preferred)
- Knowledge of Content Management Systems (Expression Engine preferred) with web measurement knowledge (Google Analytics) and Search Engine Optimization knowledge
- Knowledge of Adobe Creative Cloud Suite, required including Photoshop, Illustrator, InDesign, Premiere Pro

CORE COMPETENCIES

- Ability to think creatively and work collaboratively to tell detailed technical information in visually compelling manner
- Ability to work well under pressure, to meet deadlines while making sound decisions, and to accommodate shifting priorities
- Ability to travel domestically up to 10% of the time
- Excellent interpersonal skills; demonstrated ability to work collaboratively across departments, companies, and with partners
- Superior communication (written and oral) skills, including the ability to effectively communicate with internal and external contacts
- Strong organization, time and project management skills. Experience managing competing priorities and projects within deadlines and on budget

The National Asphalt Pavement Association is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.

Remote work is temporarily permitted due to the pandemic but as soon as circumstances allow, this position will be based out of NAPA's Greenbelt, MD office.

Interested applicants should submit cover letter and resume to hr@asphaltpavement.org by Monday November 23, 2020. Applications considered on a rolling basis.