

NOVEMBER 2025

NATIONAL ASPHALT PAVEMENT ASSOCIATION JOB DESCRIPTION

Title:	APA Program Manager
Reports to:	Executive Director Asphalt Pavement Alliance
Exempt Category:	Exempt employee – Not eligible for overtime pay
Telework Eligibility:	Eligible, with approval of manager
Flex Time Eligibility:	Eligible, with approval of manager

Job Summary

The Asphalt Pavement Alliance (APA) is a partnership of the National Asphalt Pavement Association (NAPA), the Asphalt Institute (AI), and State Asphalt Pavement Associations, Inc. (SAPA). Our mission is to promote asphalt pavements as the material of choice through innovation, education and advocacy. This position plays a vital role in managing and supporting programs that advance the APA's mission, strengthen industry collaboration, and ensure asphalt remains the pavement of choice across the nation.

ROLE

This role supports the Executive Director and Technical Director in the execution of the APA mission and manages assigned programs within the three APA strategic pillars (Marketing, Collaboration and Education). An important component of this role is helping to support the engagement of APA partners and stakeholders (DOTs, agencies and industry) while promoting asphalt pavements. Specific duties of this role include:

Operational & Administrative:

- Manage APA's administrative and promotional tools and apps (social media accounts, website, Mail Chimp email database, OpenWater Awards Program, Zoom Business Suite, etc.)
- Serve as the main point of contact for general APA email and phone inquiries and responses.

Marketing Pillar:

- Manage APA's online website presence ([APA](#), [PAVEExpress](#))
- Manage APA's social media ([LinkedIn](#)) presence, including content creation.
- Create APA social media campaigns to inform and engage partners, provide organizational updates, and upcoming webinar dates.
- Create social media materials for SAPA use.
- Support APA's annual Perpetual Pavement Award Program, including marketing and promotion, coordinating and processing nominations, coordinating judging,

creating and distributing awards, publicity of winners and developing and releasing press releases.

- Create marketing graphics and promotional materials for Industry Promotion using CANVA.
- Support APA's Marketing program, including coordinating written content and graphics for national magazines.

Collaboration Pillar:

- Plan, schedule, and help execute APA Partnership conference calls every other month including agenda content, speakers, and distributing the meeting minutes.
- Support the Executive Director and Technical Director to collaborate with industry partners and APA stakeholders to support joint marketing, education and owner/agency efforts.

Education Pillar:

- Under the direction of the APA Executive Director, manage the APA's national tradeshow schedule, secure booth space and speaking engagements, select tradeshow materials, and secure industry personnel to staff tradeshow booths/exhibits.
- Travel and represent the APA at national/regional conferences as needed.
- Conduct surveys of the APA stakeholders and partners to monitor performance. Analyze and evaluate survey results for opportunities/improvements and make recommendations.
- Manage and deploy the APA webinar program. Add webinars to APA website, promote, track performance, and coordinate distribution. Assist the APA Technical Director in identification and selection of technical topics.
- Assist the Executive Director and Technical Director in planning APA in-person technical outreach and education events across the country.

Skills and Knowledge

- Ability to thrive in a remote (or hybrid) setting with a strong sense of accountability, driving projects forward independently and delivering results.
- Self-starter with excellent time management and organizational skills. Effective communication skills to create positive, collaborative relationships with staff, members, and other industry partners.
- Successful candidates should demonstrate flexibility, be open to change and rapidly adapt to new information and unexpected obstacles.
- Ability to manage multiple projects, prioritize assignments and meet required deadlines.

- Think strategically, possessing excellent writing and oral presentation skills.
- Proficient in Microsoft Office, Word, Excel, PowerPoint, Teams and Zoom.
- Skilled in social media platforms (LinkedIn)
- Skilled in marketing/graphics apps (In-Design, CANVA, Mail Chimp, etc.)

Experience

- Three to five years work experience desired with preference for experience in an industry association and in program/project management
- Experience in associations, marketing, journalism, communications—or equivalent—preferred.
- Background in industry promotion or the asphalt pavement/road construction industry highly desired.

This position requires occasional travel, as directed by the Executive Director, to industry events and tradeshow.

Applicants who do not meet these precise requirements with respect to experience may apply and NAPA will consider applicant's alternative qualifications.

This position is eligible for fully remote work but if successful applicant is located in the Washington DC Metropolitan area, hybrid work schedule is required in NAPA's Greenbelt, MD office per the NAPA remote work policy.

The range for this position, for candidates, located in the Washington DC Metropolitan area is \$65,000 - \$88,500. The range for a successful candidate from outside the area will be adjusted based on the locality of the local area.

Send cover letter and resume to HR@AsphaltPavement.org

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.