

Online Communications Associate Manager, Campus Progress

Reports To:	Online Communications Manager, Campus Progress
Department:	Campus Progress
Staff Reporting to this Position:	None
Classification of Position:	Exempt, Full-Time

Summary: The Center for American Progress has an immediate opening for an Online Communications Associate Manager to work closely with the Online Communications Manager in coordinating and operating all aspects of Campus Progress' online presence. This includes an online magazine, campaign websites, event calendars and announcements, a community of blogs, an email marketing program, and web video.

Applicants should have experience creating and maintaining websites and be able to contribute innovative ideas to display content and engage users. The candidate should also have the marketing sense to know why you need three ads if you have three messages.

This position requires stamina to manage a large work flow of requests efficiently and the diligence to check all work for accuracy and completeness. Applicants must enjoy detail-oriented work and troubleshooting while developing project ideas and driving them to completion.

The position will have a core set of responsibilities with the opportunity to pursue projects tailored to the individual's area of expertise.

Responsibilities:

- Assist with day-to-day activities to keep websites and online magazine content current and user-centered: create website pages and continually monitor pages for accuracy and timeliness of information.
- Work with designers to create the visual presentation and functionality desired on the website.
- Analyze web stats: compile reports and apply that knowledge to improve marketing and outreach.
- Become our resident email marketing expert: analyze email stats and make recommendations for improvement; work with manager to develop strategy; grow email lists and strengthen relationships with audiences; create and send emails about Campus Progress programs and events.
- Manage equipment: monitor usage and maintain equipment to support the needs of the staff; make recommendations for new equipment purchases.
- Test and review all online communications for usability and make improvements for a positive user experience.
- Assist in development and implementation of online issue campaigns; create issue campaign websites and special project sections.
- Assist in devising, filming, and editing issue-oriented and promotional videos.
- Provide general web support for the staff and to our student publications network.
- Contribute ideas for content to increase the reach of Campus Progress' programs and attract and retain engaged audiences.

Requirements:

- **Web development skills** – Ability to hand-code HTML and CSS. Knowledge of scripting languages such as PHP and Perl. Experience configuring content management systems. Experience working with third-party APIs. College programming courses and experience with MySQL or related databases a plus.
- **Interest in email marketing** – Experience not necessary but the ideal applicant will have a strong interest in becoming an expert in email marketing to increase our response rates.
- **Project management skills** – Ability to manage tasks and work flow to meet deadlines. Strong attention to detail.
- **Collaboration skills** – Ability to pitch ideas and keep staff up-to-date on projects; flexibility to work closely with the Online Communications Manager on projects with changing priorities and deadlines; ability to diplomatically balance the conflicting desires of highly motivated staff.
- **Marketing Sense** – Ability to see communications from the user's perspective, to step outside of the organization's perspective to thoroughly navigate all websites and emails to ensure an intuitive experience for the end user and effective communication.
- **Commitment to Campus Progress' mission and goals** – Empower the next generation of progressives. Work to help young people—advocates, activists, journalists, artists, and others—to make their voices heard on issues that matter.

The following are preferred but not required:

- Bachelor's Degree
- Graphic design experience and proficiency with Photoshop, Illustrator or Flash
- Experience working with volunteer databases (Kintera, Democracy in Action, etc.)
- Experience editing video
- Experience creating interactive, new media packages for websites
- Experience with Wordpress or similar blogging systems
- Experience with social networking platforms and emerging tools for online collaboration and communication

American Progress operates two separate nonprofit organizations to maximize our progressive agenda: The Center for American Progress and the Center for American Progress Action Fund. This job posting refers collectively to the two organizations under the name "American Progress." The Center for American Progress is a non-partisan 501(c)(3) tax-exempt research and educational institute. It undertakes research, public education and a limited amount of lobbying. The Center for American Progress Action Fund is a non-partisan 501(c)(4) tax-exempt organization dedicated to achieving progress through action. It works to transform progressive ideas into policy through rapid response communications, legislative action, grassroots organizing, political advocacy and partnerships with other progressive leaders. The organizations share office space and employees.

American Progress provides a very competitive compensation and benefits package.

American Progress is an equal opportunity employer; women, minorities, and people with disabilities are encouraged to apply.

For more information on the Center for American Progress, please go to www.AmericanProgress.org.

For more information on the Center for American Progress Action Fund, please go to www.AmericanProgressAction.org.

To apply, simply e-mail your Word resume and cover letter attachments to: Jobs@AmericanProgress.org. Or you may write to:

Center for American Progress
 Attn: Human Resources Department
 1333 H Street, NW, 10th Floor – Campus Progress Online Communications Search
 Washington, DC 20005

In your correspondence, please reference the exact title of the job you are applying for in the subject line. This announcement will remain posted until the position is filled. **No phone calls please.**

Please note that only those individuals whose qualifications match the current needs of the campaign will be considered applicants and will receive responses from American Progress.

Thank you for your interest in American Progress.