

Associate, Digital Marketing

ASID

Location: Washington, DC

Type: Full Time

About ASID:

The American Society of Interior Designers (ASID) is a community of people — designers, industry representatives, educators and students — committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, we strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. More than 25,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout North America.

Position Description:

The Associate, Digital Marketing serves as the “voice” for ASID on social media and assists with online presence to market ASID events and services to our target demographic and the public. This position will be responsible for overseeing and maintaining all aspects of the Society's social media outlets with overall responsibility for developing, defining, and creating all content strategy deliverables. Reporting to the Director, Marketing & Communications, the Associate, Digital Marketing will also assist with crafting website content, email newsletters, and online outreach campaigns. This position is responsible for engaging members and chapters with ASID social media platforms.

1. Strategically promote ASID social media as a marketing tool to increase engagement and brand recognition.
2. Manage all ASID social media platforms including posts, analytics, and paid advertising.
3. Use analytical data to drive content strategy, including posts, multimedia, hashtags, and topics.
4. Implement and maintain a content strategy that will increase traffic to the ASID website and improve conversion rates.
5. Work cross-departmentally with staff at all levels to develop and maintain content for social media. This involves partnering with and understanding departmental and society-wide programs and initiatives and proactively ensuring that relevant information has a presence on all platforms.
6. Develop multimedia including videos and graphics to post on all social media outlets.
7. Segment content to ensure it is reaching the proper audiences.
8. Assist in the development of e-mail communication to membership and other targeted audiences.

9. Assists with website content edits and page creation.

Requirements:

- Bachelor's Degree in Marketing, Communications, or related field with a minimum of two years relevant experience in social media marketing content including Facebook, Twitter, LinkedIn, YouTube, etc..
- Experience managing multiple professional social media accounts.
- Experience in e-mail content creation and development.
- Exceptional communication and organizational skills.
- Knowledge of HTML and experience with CMS systems helpful.
- Ability to manage multiple projects in a fast-paced, deadline-driven environment.
- Proven ability to build consensus and work effectively within a cross-departmental team.
- Traditional writing skills (AP Style) and expertise in New Media is required.

To apply, please send a cover letter, salary requirements, and resume to jobs@asid.org. Applications without salary requirements will not be considered.