The Association of American Universities, an association of 62 leading public and private research universities, seeks applications for the position of Director/Manager of Communications and Digital Media.

The Director/Manager of Communications and Digital Media has responsibility for various communications activities that support the missions of the association. The position is responsible for strategic oversight and implementation of digital media activities, including social media and the architecture and content of the association’s website, as well as contributing to overall integrated communications strategy and activities.

Applicants should have (1) extensive experience in and knowledge of digital media, including social media channels and website management; (2) strong analytic, strategic, and writing skills; (3) a demonstrated understanding of an integrated communications strategy; and (4) knowledge of HTML, online measurement platforms, SEO, and content management systems.

The primary responsibilities of the position include:

1. Works with Vice President for Public Affairs to create and implement an integrated and effective communications and media strategy.
2. Manages AAU’s website, including organizing layout and drafting, editing, and approving content; identifies and recommends new website features and content; develops new sections of website to accommodate special initiatives as needed.
3. Directs the department’s social media efforts to effectively inform and engage stakeholders and relevant influencers; ensures that social media activities are integrated into overall communications strategy and activities.
4. Produces and manages digital media content including images, animations, videos, audio/podcasts, photos, and infographics and optimizes media files to enhance user experience and brand.

Applicants should have Bachelor’s degree and five to seven years’ demonstrated relevant experience in public and media relations or public affairs; degree in communications or related field a plus; experience in an association and/or higher education is a plus. AAU offers a competitive salary and excellent benefits, as well as opportunities for educational and career development. AAU is an equal opportunity employer.

To be assured of full consideration, please send a cover letter, resume, salary requirements, and a digital portfolio – to include links to websites that you have managed, content that you have written, branding guides (if applicable), and links to social media accounts – by June 12, 2015 to:

- Email: jobs@aau.edu. (Please refer to Communications and Digital Media in the subject line)
- Roxanne Murray, Chief Operating Officer
  1200 New York Ave., NW Suite 550
  Washington DC 20005