**Community Associations Institute**

**Join our Team!**

**Job Title**

**Communications Associate**

**About Job**

The communications associate will fill an integral role on the communications and marketing team at [Community Associations Institute](http://www.caionline.org/) (CAI), creating engaging and informative content for multiple platforms and audiences. The communications associate will be, at times, a writer, editor, proofreader, planner, administrator, contributor, and strategist while supporting a monthly e-newsletter, print and digital books, website, blog, and other publications and products. Researching and developing ideas, analyzing reports and trends, driving engagement, and coordinating campaigns will be additional responsibilities as CAI creates and refines print and digital content, launches a new digital books platform, and grows its member and nonmember audiences.

**About Community Associations Institute**Since 1973, [Community Associations Institute](http://www.caionline.org/) (CAI) has been the leading provider of resources and information for homeowners, volunteer board leaders, professional managers, and business professionals in 350,000 homeowners associations, condominiums, and co-ops in the United States and millions of communities worldwide. With nearly 45,000 members, CAI works in partnership with 36 legislative action committees and 64 affiliated chapters within the U.S., Canada, United Arab Emirates, and South Africa, as well as with housing leaders in several other countries, including Australia, Spain, Saudi Arabia, and the United Kingdom.

A global nonprofit 501(c)(6) organization, CAI is the foremost authority in community association management, governance, education, and advocacy. Our mission is to inspire professionalism, effective leadership, and responsible citizenship—ideals reflected in community associations that are preferred places to call home. Visit us at [www.caionline.org](http://www.caionline.org) and follow us on Twitter and Facebook @caisocial.

**Purpose of Job**

Write, edit, and support organization’s publishing, periodicals, and communications initiatives for a variety of platforms and audiences.

**Responsibilities**

* Create engaging and informative content for multiple formats and audiences; research and develop ideas, create, and edit content for books, white papers, e-newsletter, website, blog, email campaigns, and other publications and products.
* Manage monthly e-newsletter from content planning and strategy to writing, editing, formatting, emailing, and analytics.
* Analyze sales reports, trends, and behavior for publishing; maintain and monitor inventory; prepare product records and web descriptions; operate on-site bookstores.
* Build, grow, and manage CAI’s new digital books platform, driving engagement through campaigns, user behavior, and analytics.
* Coordinate marketing campaigns for publications through email, social, web, print, and on-site events.
* Create, edit, and load website content and design that is current, fresh, and engaging, optimizing for user experience and SEO.
* Write, proofread, and edit content for publications, including magazine, blog, newsletters, website, and other communications as needed.

**Required Skills**

* 3-5 years of experience in communications, journalism, public relations, editing, web publishing
* Bachelor’s degree in communications, journalism, public relations, or another relevant field with demonstrated skill
* Ability to write concisely and accurately on multiple platforms, proofread at a high level, and meet established deadlines
* Well-organized, detail-oriented self-starter with excellent research, writing, editing, and project management skills
* Ability to learn, solve problems, and understand audience-based messaging and tone in print, web, and email
* Proficiency in Microsoft Office and detailed knowledge of Associated Press (AP) Style
* Ability to prioritize assignments, collaborate, work well both independently and in a team structure, balance multiple projects simultaneously

**Preferred Skills**

* Experience with SharePoint, Real Magnet, NetForum, and project management software
* Experience writing and developing effective messaging to reflect an organization’s unique voice
* Experience with nonprofit membership associations
* Experience working with writers, contributors, and other external relationships
* Experience working with communications, marketing, and graphic design professionals

Department: Communications and Marketing

Location: Falls Church, VA

Travel: Some travel may be required

**NOTE:**

Please submit a cover letter, resume, salary requirements, and three writing samples.