**Community Associations Institute**

**Join our Team!**

**Job Title   
Content strategist/senior editor**

**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 344,500 homeowners associations, condominiums, and co-ops in the United States and millions of communities worldwide. With nearly 40,000 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.

**About Job**CAI is looking for a dynamic, creative, and talented individual to join our Communications and Marketing team. As the content strategist/senior editor, this person is responsible for designing, managing, and executing informational content to support CAI’s initiatives in advancing the community association housing model. Primary responsibilities will include, manage strategy, execution, and measurement of an integrated print, digital, social media, and web presence for CAI, and engage a range of audiences on a variety of industry topics. Coordinate content including, publications, graphics, videos, blogs, news articles, and maintain detailed outreach calendars and schedules to synchronize multiple platforms. Additionally, this position serves as senior editor of CAI’s *Community Manager* newsletter, a bi-monthly publication serving CAI’s 14,000+ community association manager members.

**Purpose of Job**

Collaborate with organization’s marketing, publications, and digital media team to develop a strategic plan and distribution of content and messaging for a variety of platforms to amplify campaign reach and impact.

**Responsibilities**

* Translate new and existing content into user-friendly formats and other products that demonstrate communication outcomes and return on investment.
* Work collaboratively to develop content initiatives, delegate appropriate team assignments, and monitor outcome and engagement to ensure that the most relevant and useful information reaches CAI members and the public.
* Serve as editor and oversee production of CAI’s award-winning, bi-monthly *Community Manager* newsletter (print and digital).
* Generate story ideas, solicit input from members, develop expert sources, conduct interviews, assign, write, rewrite and edit articles, write headlines and captions, coordinate production schedules with design and advertising staff, manage the page-proof process. Develop annual editorial calendar.
* Use project management software to track schedules, workload, and complete tasks.

**Required Skills**

* Superb news judgment, with 5+ years of experience proving a strong journalistic foundation as a reporter, editor, or producer.
* 5+ years of experience planning and executing content, social media, or web outreach campaigns for public sector, private sector, or nonprofit clients.
* The ability to move projects forward in a collaborative team environment under daily, time-sensitive deadlines.
* Proven experience writing and developing effective messaging to reflect an organization’s unique voice.
* Superior writing skills with intimate knowledge of the Associated Press Stylebook and demonstrable experience writing in AP Style.
* Maintain the integrity, clarity, and accuracy of materials ensuring the content and format meets expected standards.
* Excellent research, proofreading, and copy-editing skills.

**Preferred Skills**

* Possess a strong curiosity of the community association housing model and community association management profession.
* Ideal candidate has strong attention to detail.
* Excellent grammar and communications skills.
* Can take direction, but also work independently.

Department: Communications and Marketing

Location: Falls Church, VA

Travel: No