**Community Associations Institute**

**Join our Team!**

**Job Title**

Vice President, Communications and Marketing

**Summary**

Community Associations Institute is a 43,750-member, $12 million, educational and advocacy organization in Falls Church, VA. We seek a communications and marketing professional with at least 15-20 years of experience, preferably in nonprofit field. The incumbent would lead a staff of nine; oversee periodicals, marketing, design and branding, advertising and a book publishing division; and serve as the primary media contact. Send cover letter, resume and salary requirements to jobs@caionline.org. No phone calls please.

**Purpose of Job**

Develop and implement communications and marketing strategies that support the goals and overall mission of the organization. Stakeholders include CAI leaders, current and prospective members, CAI chapters, the media, legislative and regulatory officials, allied organizations, real estate professionals, developers and builders, website visitors and, as feasible and practical, the general public.

The incumbent will supervise a staff of nine professionals and oversee a bimonthly, four-color magazine (print and digital); a bimonthly, color newsletter (print and digital); digital newsroom, several specialized e-newsletters; all marketing and promotion; a publishing division; a design department; advertising sales ; and more.

**General Responsibilities**

* Increase CAI’s visibility and reputation as a trusted source of information and perspective on common-interest communities
* Position CAI for continued membership growth, elevated influence in public affairs and greater respect among all community association stakeholders
* Promote the value and importance of CAI membership, education programs CAI designations, and credentials
* Support and strengthen CAI’s advocacy initiatives
* Promote the nature, value, and success of community association living
* Enhance the reputation of industry professionals and the homeowners who lead community associations
* Promote the importance of professionalism, effective leadership, and responsible citizenship as each relates to community association success

**Required Education, Experience and Skills**

* Bachelor’s degree in communications, journalism or similar discipline
* Strategic communications, marketing, and advertising
* Written, oral and digital communications
* Public opinion, member and market research
* Media relations and social media
* Magazines and newsletters
* Digital and content marketing and branding
* Website development and promotion
* Supervising and supporting communications and marketing professionals

**Preferred Experience and Skills**

* Experience with nonprofit membership associations
* Experience ***in*** the news media
* Experience working with association leaders and chapters
* Experience with graphic design professionals
* Book publishing
* Advertising

Department: Communications and Marketing

Location: Falls Church, VA

Travel 4-6 times a year