



## **Associate, Marketing and Communications**

Do you want to help make a difference in the world? The mission of the BSA is to improve the quality of life for Boston residents by championing innovation, sustainability and social justice in the built environment. The Boston Society for Architecture BSA is member-led association and one of the oldest and largest chapters of the American Institute of Architects (AIA) in the United States. The BSA is committed to professional development for its members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Comprised of world-renowned architects, designers, engineers, builders, and other industry professionals, we benefit from a committed membership who are some of the leading thinkers and innovators in professional practice today. Established in 1867, the BSA today consists of nearly 4,000 members and produces a diverse array of content for programs and publications. Its partner organization, the BSA Foundation, supports the civic and public outreach of the architectural community. The BSA operates as a convener, educator, and action leader to ensure that the power of design is fully employed in creating solutions to the equity and climate crises of our time.

The BSA is currently recruiting for a new Associate, Marketing and Communications.

Reporting to the Senior Director of Marketing & Communications, the Associate, Marketing and Communications plays a critical role in executing our mission across our communication channels including the BSA website, email, and social media. The Associate performs a variety of administrative, project management, content creation and content publishing activities that inform and educate, recognize, and advocate for our members and furthers the BSA mission.

Salary Range: \$60-65k/year

### Primary Responsibilities:

- Update, maintain and recommend ongoing improvements to the BSA content calendar
- Schedule and execute weekly content updates to the BSA website in accordance with the content calendar
- Schedule, build and send out weekly/bi-weekly BSA emails
- Schedule, create and publish content across BSA social media channels (FB, IG, LinkedIn, X) as well as ongoing social media community management
- Manage job postings on Architects.org
- Provide monthly reporting on website metrics (GA4) and email campaigns (MailChimp)
- Photo research and organization
- Source original content from staff members, BSA members and external sources to enhance the brand mission
- Liaison with advertisers and sponsors as needed.
- Support the Senior Director of Marketing & Communications and Data Communications Manager as needed.

- Adherence to BSA brand standards at all times.

Qualifications:

- Bachelor's degree in business, marketing, communications, or related field preferred, or equivalent experience.
- 1-3 years of progressively responsible experience working for an in-house marketing department or marketing agency.
- Experience with content creation across a variety of social media platforms
- Is highly organized, possessing a strong work ethic and project management skills.
- Excellent written and verbal communication skills.
- Excellent computer skills, including MS Office Suite and Google Sheets. Knowledge of Hootsuite, Photoshop, Canva, Craft CMS, MailChimp and Google Analytics ideal.
- Excellent interpersonal skills and ability to work effectively with diverse groups of people.
- Passionate about marketing and a desire to learn.
- Demonstrated ability to collaborate, coordinate, and work effectively with peers and members.
- Ability to work in a high-visibility, fast-paced environment and manage multiple projects, initiatives, and events in parallel.
- Ethical compliance, confidentiality, and professionalism.
- Integrity, positive attitude, mission-driven, and self-directed with demonstrated passion for BSA's mission and commitment to working collaboratively with others.
- Interest in architecture, sustainability and/or social justice a plus.

The BSA offers competitive salaries and a comprehensive benefits package (including paid time off; medical/dental/vision insurance; 100% employer-paid life and disability insurance; 401(K) retirement; professional development funding; and charitable contribution match). We also offer a healthy work-life balance that includes a hybrid work environment (in office on Tuesdays and one other day of your choosing). When you join BSA, you will be working with a talented and diverse group of professionals who are committed to the mission of the BSA.

For more information, visit [architects.org](http://architects.org) or [architects.org/foundation](http://architects.org/foundation).

To apply for this position, please submit resume and cover letter to: [jobs@architects.org](mailto:jobs@architects.org)

The BSA is AN equal opportunity employer. The BSA is passionate about fostering a diverse, inclusive and respectful work environment. Applicants of all race, color, religion, sex, gender identity and/or expression, sexual orientation, education, national origin, marital status, genetics, disability, age, veteran status, and diverse backgrounds are encouraged to apply. Candidates must be authorized to work in the United States.