Digital Communications Manager

This is an exciting time of growth for the Boston Society for Architecture, as the organization launches a new strategic vision that centers on community engagement, advocacy, and communications. We seek someone with an entrepreneurial outlook to serve as the manager for BSA’s digital communications. Reporting to the communications director, this role includes:

- Serving as principal project manager and content curator for architects.org.
- Managing BSA’s social media engagement across all platforms, including content creation.
- Graphic design for BSA publications, newsletters, digital products, and other BSA content.

We seek someone who can:

- Serve as the lead team member responsible for BSA’s website, including working with external vendors on a web redesign and ongoing maintenance, ensuring content is compelling, fresh, and timely and functionality is enhanced.
- Identify target audiences and strategic objectives. Develop and execute innovative social media initiatives and campaigns to expand BSA’s engagement with those audiences, reach new audiences, and those priorities.
- Create and manage social media content calendar, and develop content for BSA social media accounts and website, including campaigns that promote BSA success stories, programs, and community engagement. This includes publishing and sharing daily content in various forms of media to include text, images, video, and HTML across multiple platforms.
- Manage budget for promoting social media posts and pay-per-click (PPC) advertising. Optimize posts and advertising to gain the broadest audience.
- Define and monitor most important digital media key performance indicators (KPI) and develop measures to evaluate the success of BSA digital initiatives, including developing creative strategies to increase audience reach and engagement.
- Capture and analyze the appropriate metrics, data, analytics, and best practices to broaden reach of the BSA website and social media platforms. Monitor search engine optimization and user engagement and develop content optimization.
- Work collaboratively with the communications team to produce newsletters and other BSA products.
- Design graphics for publications, newsletters, social media, the website, and other platforms.
- Stay up to date with the latest digital media best practices and technologies.
- Perform other duties as assigned.

Required Qualifications:

Education

- Bachelor’s degree in journalism, communications, digital media, marketing or related field, or equivalent experience.

Experience:

- A minimum of three years of professional experience in digital media, including social media, web content, and graphic design.
• Portfolio of successful digital content and graphic design.
• Proven graphic design experience, and editing of photo, video, and text.
• Working knowledge and experience with design software (such as InDesign, Illustrator, Photoshop, Canva).
• Experience designing and developing websites a plus.

Knowledge, Skills, and Abilities
• Excellent oral and written communications skills.
• Excellent project management and multitasking skills, ability to work in a fast-paced environment and meet deadlines while managing multiple projects simultaneously with ease.
• Creative thinker and collaborative outlook equally effective and energized working on their own and as a member of a team.
• Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media platforms required.
• Demonstrated critical thinking skills, particularly with audience and stakeholder data, and the ability to draw conclusions and recommend next steps.
• Ability to effectively develop, execute, and evaluate digital media marketing plans and campaigns.
• Knowledge of online marketing and understanding of major marketing channels.
• Full range of digital design skills, including graphics and video editing.

Desired Qualifications:
• Experience using social media and web analytics to shape, monitor, and evaluate digital strategies.
• Thorough understanding of SEO and social media and web KPIs.
• Strong knowledge of web design, HTML, CSS, and Drupal.
• Knowledge of Google Ads.
• Basic proficiency in Google Suite tools as well as Microsoft Office.

Salary Range: $60,000-$70,000

The BSA offers a full benefits package that include: paid time off; medical/dental/vision insurance; 100% employer-paid life and disability insurance; 401(K) retirement; professional development funding; and charitable contribution match.

The BSA is passionate about fostering an inclusive and respectful work environment and values diversity in all its forms. 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.

How to Apply: Please send a cover letter and resume to jobs@architects.org and include “Digital Communications Manager” in the subject line.
About the Boston Society for Architecture

The Boston Society for Architecture (BSA) is a partnership between the Boston Society of Architects (BSA/AIA) and the BSA Foundation (Foundation). As a member-led association, the BSA is one of the oldest and largest chapters of the American Institute of Architects (AIA) in the United States. Comprised of world-renowned architects, designers, engineers, builders, and other industry professionals, the BSA benefits from a committed membership who are some of the leading thinkers and innovators in professional practice today. The BSA serves as a convener, advocate, and partner to ensure that the power of design is fully understood, valued, and leveraged as an essential tool in ensuring Greater Boston is a beacon for equity and climate adaption and environmental stewardship.