

Senior Manager, Content

Position title: Senior Manager, Content

Reports to: Vice President, Content & Strategy

Position Summary:

AHLA's Marketing & Communications department tells the story of our association, our members, and the hotel industry. Within this department is a content team responsible for creating the audio, video, written, and digital projects for AHLA. The Senior Manager, Content will help shoot and edit audio and video, post to and monitor social media, and edit and distribute member newsletters.

Responsibilities:

- Generate, edit, publish, and share engaging social media content (e.g. original text, photos, graphics, videos, and news) on popular social media platforms, such as Twitter, Facebook, YouTube, and LinkedIn
- Monitor all AHLA social media platforms and brand mentions
- Gather and distribute regular social media engagement and analysis reports
- Stay up-to-date with current technologies and trends in social media, design tools, and applications
- Shoot and edit audio and video
- Take and publish photographs
- Post text, photos, and videos to AHLA website
- Edit and distribute member newsletters
- File all deliverables in project management system
- Other duties as assigned

Education and Experience:

- Bachelor's degree
- At least five years of experience in journalism and/or communications
- Experience with photography, videography, and video editing is required

Skills and Attributes:

- Excellent oral and written communication skills; willingness to be coached
- Excellent copy editing and proofreading skills
- Meticulous attention to detail
- A creative eye for all things visual
- Fluent in Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Knowledge of social media platforms and website content management services
- Knowledge in Adobe Premiere

- Ability to work closely with executives
- Exceptional organizational and time management skills with the ability to multi-task and prioritize work assignments
- Team player with a high level of professionalism, self-motivation, ability to learn quickly, and a positive attitude
- Ability to work both independently and collaboratively across the department and organization

Other:

- Position located in Washington, DC area.
- Hybrid - 3 days in office (Mon-Wed. or Tue-Thurs.).
- Some domestic travel required

Interested applicants can apply by sending their cover letter and resume to hr@ahla.com.

AHLA is an equal opportunity employer. We encourage you to apply even if your experience is not a 100% match with the position. We are looking for someone with relevant skills and experience, not a checklist that exactly matches the job description. We want to help you grow and in return, you help us grow into a stronger, more inclusive organization. We celebrate diversity and are committed to creating an inclusive environment for all employees.

EOE