

## **Manager, Website Marketing**

**Position Title:** Manager, Website Marketing

**Reports to:** Senior Director, Marketing

### **Position Summary:**

Will be responsible for managing the AHLA.com website including daily updates across departments, providing strategic direction of a recently re-designed website and reporting out web analytics. This position will also have significant marketing responsibility including writing, design, email marketing and member communications support. This position will collaborate and support all the departments within the organization to ensure digital outreach, design, branding, functionality, and messaging of AHLA communications are consistent and maintain a high level of quality.

### **Responsibilities:**

- Under the direction of the Senior Director of Marketing, this position will oversee the AHLA website and help manage our email marketing platform and other digital outlets.
- Will ensure that all projects and initiatives are delivered on time and within budget.
- Will be responsible for writing and designing digital graphics.
- Manage and direct the work of AHLA external contractors to execute the production and updates of digital outlets.
- Create, plan, and manage projects that use visuals, video, and/or multimedia storytelling to support AHLA's initiatives.
- Manage website updates, including overseeing a content calendar and the production of new content while helping to manage its ongoing development.
- Responsible to manage external vendors such as graphic designers and printers. Help manage the quality control of the overall AHLA brand.
- Other duties as required.

### **Education and Experience:**

- Bachelor's Degree
- 3-5 years of professional marketing experience; working within a trade association, hotel industry or government affairs experience a plus.
- Experience working with Drupal CMS, Wordpress and Real Magnet Emailing Marketing Automation a plus.

### **Skills and Attributes:**

- Ability to interact effectively with internal and external senior-level executives and their assistants in a professional manner and be proactive in anticipating business and administrative needs.
- Comfortability with quickly learning new marketing and publishing technology.
- Ability to exercise sound judgement to ensure information is held confidentially.
- Experienced computer and software knowledge, including Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Experience with using email marketing platforms.

- Excellent oral and written communication skills; team player, self-motivation, and position attitude.
- Detail oriented individual with exceptional organizational and time management skills.
- Ability to prioritize workload and meet multiple deadlines.
- Ability to thrive in a fast-paced environment.
- A proactive approach to problem-solving with strong decision-making skills.

**Other:**

- Position based in Washington, DC.
- Minimal to moderate travel is required.

**Interested applicants can apply by sending their cover letter and resume to [hr@ahla.com](mailto: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**