



## **POSITION ANNOUNCEMENT**

### **Market Communications Division**

#### **Content Manager**

**Remote or Hybrid**

APA – The Engineered Wood Association is seeking a **Content Manager** for the Market Communications Division. The Content Manager will produce and manage a wide range of communication materials, including technical and promotional articles, technical publications, content for multiple websites, electronic newsletters, and marketing materials. This position does not supervise staff but will collaborate frequently with other members of the Market Communications Division, APA staff and external contributors. Depending on the candidate's location, this position may be remote or hybrid. Limited travel to Tacoma, Washington and other locations may be required.

#### **Responsibilities:**

##### **Publication Development:**

- Manage APA publication development and updates, including writing, editing, and coordinating reviews with technical, marketing and field staff, as appropriate.
- Employ exceptional attention to detail to ensure accuracy, grammar, clarity, and adherence to APA's Style Guide.
- Resolve questions and issues that arise during the review process.
- Coordinate translation of completed publications for international audiences, when applicable.

##### **Content Creation:**

- Research, write and develop a variety of written communication materials to support APA's strategic marketing activities, working with internal and external subject matter experts.
- Create content which includes technical and promotional articles, blog posts, video scripts, content for websites and electronic newsletters, case studies, member communications and creative promotions.
- Coordinate content review and approval with technical, field, marketing, legal and administrative staff, and external sources.
- Identify and research topics for content that align with business goals and target audiences.
- Stay up to date on industry trends to support content development.

##### **Electronic Newsletters:**

- Manage the company's monthly and quarterly electronic newsletters.

- Develop and curate engaging content, manage subscriber lists, craft newsletters using HTML and ensure timely delivery of newsletters to audience.
- Collaborate cross-functionally with Market Communications team members and APA staff from other divisions to align newsletter content with target audiences, brand and marketing strategies.
- Monitor and report newsletter performance metrics.

#### **Proofreading and Copyediting:**

- Review content from Market Communications and other divisions to ensure the highest standards of accuracy, clarity and coherence in our written materials.
- Meticulously review and refine a variety of content, including but not limited to articles, marketing materials, presentations, and other written documents, correcting grammar, syntax and spelling errors, and ensuring consistency in style and formatting.

#### **Website Content Support:**

- Support the Marketing and IT teams with maintaining content on the company's websites to ensure APA websites remain current, relevant, and reflective of company objectives.
- Work closely with various teams to gather and update content, including text, images, videos, and other multimedia elements using HTML.
- Maintain and implement SEO best practices to optimize content for search engines.
- Maintain organization of the company's content management system.

#### **Minimum Qualifications:**

##### **Education**

This position requires a four-year degree in English, journalism, technical writing, communications or related field.

##### **Requirements**

- Minimum of three years' experience in English, journalism, technical writing, communications or related field.
- Demonstrated experience writing technical content for publications, creative work and/or content for websites.
- Experience or knowledge in engineered wood products, building products, or the construction industry is preferred.
- Experience working with HTML.
- Experience implementing SEO best practices into written content.
- Demonstrated experience developing and implementing content strategies aligned with business goals, target audiences, and brand identity.
- Demonstrated experience working with a fast-paced, highly collaborative, remote team.

#### **The Company:**

APA is a non-profit trade association whose members manufacture the majority of the structural wood panel products manufactured in North America, plus a host of engineered wood products that include plywood, oriented strand board, glued laminated timber (glulam), cross-laminated timber (CLT), wood I-joists, structural composite lumber, and mass timber.

**Compensation and Benefits:**

The salary range for this position is \$65,600 to \$82,000 annually. The starting rate is dependent upon experience. Benefits include:

- Paid vacation with a minimum of 3 weeks per year.
- Paid sick leave accruing at 12 days per year.
- 401(k) Retirement Plan.
- 11 paid holidays for 2024.
- Medical, dental and vision for employee and dependents.
- Life and Accidental Death & Dismemberment insurance.
- Long-Term Disability insurance.
- Employee Identity Theft Protection.

*The complete job description is available upon request.*

**To Apply:**

For confidential consideration, qualified applicants should submit a cover letter, four writing samples of mixed formats, and resume to [hr@apawood.org](mailto:hr@apawood.org). We thank all applicants for their interest, however only those under consideration for the role will be contacted.

If you require reasonable accommodation in completing the application process, interviewing, or otherwise participating in the employee selection process, please direct your inquiries to the Human Resources Manager by email at [hr@apawood.org](mailto:hr@apawood.org) or by mail to HR Manager, 7011 S 19<sup>th</sup> St, Tacoma WA 98466.

**For more information, please visit our website at [www.apawood.org](http://www.apawood.org).**

**APA is an Equal Opportunity Employer.**