



POSITION ANNOUNCEMENT Market Communications Division

Digital Marketing and Public Relations Specialist Hybrid - Tacoma WA

APA – The Engineered Wood Association is seeking a Digital Marketing and Public Relations Specialist to serve as a key member of the Market Communications Division. The Digital Marketing and Public Relations Specialist is responsible for coordinating and executing various advertising campaigns, strategic initiatives and market communications, with an emphasis on supporting strategies defined in APA's Strategic Marketing Plan. This position does not supervise staff but will collaborate with other members of the Market Communications Division, APA staff and external contributors.

The Digital Marketing and Public Relations Specialist will likely work in both the headquarters building and at home with a variable schedule, depending on business needs at the time.

Essential Duties and Responsibilities:

- A. **Digital Advertising.** Plan, negotiate and secure digital media placements, following objectives and budgets defined in the Strategic Marketing Plan. Work with graphic designers and other market communications staff to develop and submit paid media placements. Compile quarterly and bi-annual performance summaries to report on the success of digital marketing efforts in support of strategic marketing goals and defined KPIs. Record advertising placements, including screenshots, links and appropriate analytics.
- B. **Social Media.** Plan and post organic social media posts to APA's Facebook, Twitter and LinkedIn profiles. Maintain APA's social media content calendar. Use Hootsuite to schedule and monitor performance of organic social media posts. Post and monitor content on APA's YouTube channel. Compile quarterly social media metric reports to assess the effectiveness of social media efforts in support of strategic marketing goals and defined KPIs. Plan, execute, monitor and report on paid social media advertising campaigns. Monitor and respond to comments and social media shares across all APA social media profiles.
- C. **Content Contributor.** Work with internal and external subject matter experts and vendors or freelance talent to develop and execute content for advertising campaigns, social media, trade media and the APA website, including case studies, video scripts, informational and technical articles and ad-hoc projects as necessary. Coordinate copy approval with technical, marketing, legal, administrative staff and external sources.
- D. **Public and Media Relations.** Coordinate and schedule news releases and contributed articles for trade media. Establish and maintain contacts with targeted trade media editors.

Develop media pitches to promote APA and the Strategic Marketing Plan's objectives. Act as liaison between staff and media. Record public relations coverage, including screenshots, links and appropriate analytics.

- E. **Promotion Planning and Coordination.** Contribute to strategic communications plans and coordinate and execute targeted promotions in conjunction with APA technical and field staff. Collaborate with other supporting consultants, as appropriate, to complete promotional programs.
- F. **Industry and Member News.** Monitor related industry and member sites and social media pages and establish connections where appropriate.

Minimum Qualifications:

EDUCATION:

Bachelor's degree (B.A. or B.S.) in marketing, advertising, marketing communications or a related field.

EXPERIENCE:

- 2-4 years' experience in digital marketing, advertising or marketing communications.
- Demonstrated experience planning and implementing digital/programmatic advertising campaigns, including Google and social media ads.
- Experience with UTM coding, tracking digital campaign performance and interpreting data in Google Analytics. Knowledge of Google Analytics 4 preferred.
- Experience managing multiple social media accounts and working with Hootsuite.
- Competency in Microsoft Office Suite (Excel, Teams, Outlook, PowerPoint, Word).
- Strong writing, copyediting and proofreading skills.
- Strong written and verbal communication skills.

LANGUAGE SKILLS:

Ability to read, analyze and interpret scientific and technical content. Ability to respond to inquiries from members and customers. Ability to write and edit both technical and promotional materials. Ability to prepare reports and presentations that conform to Association style and format. Ability to effectively present information to Association members.

SPECIAL SKILLS:

Ability to draft and edit a wide variety of material under demanding deadlines. Must be able to set goals and organize workloads according to changing priorities. Must be able to work cooperatively with people from various disciplines, both within and outside the Association, such as Market Communications Division personnel, APA staff, external content contributors and freelance talent.

Special Considerations:

All staff hired after July 30, 2021, must provide acceptable evidence of Covid vaccination or acceptable evidence of initiation of the vaccination process prior to start date unless they are exempt by federal, state or local mandate.

The Company:

APA — The Engineered Wood Association is the premier industry trade association that works with its members to create structural wood products of exceptional strength,

versatility, and reliability. Combining the research efforts of scientists and engineers at APA's 42,000 square-foot research center with the knowledge gained from decades of field work, and cooperation with our member manufacturers, APA promotes new solutions and improved processes that benefit the entire industry.

Compensation and Benefits:

The salary range for this position is \$65,600.00 to \$98,400.00 annually. Starting wage is dependent upon industry experience.

APA offers a comprehensive benefits program including:

- Paid vacation starting at 2 weeks per year
- Paid sick leave accruing at 12 days per year
- 401(k) Retirement Plan
- 11 paid holidays for 2023
- Medical, dental and vision for employees and dependents
- Life and Accidental Death & Dismemberment insurance
- Supplemental Life and Accidental Death & Dismemberment insurance
- Long-Term Care insurance
- Supplemental Long-Term Care insurance
- Long-Term Disability insurance
- Employee Identity Theft Protection

For confidential consideration, qualified applicants should submit a cover letter and resume to hr@apawood.org. We thank all applicants for their interest, however only those under consideration for the role will be contacted.

For more information, please visit our website at www.apawood.org.

APA is an Equal Opportunity Employer.