



## POSITION ANNOUNCEMENT Market Communications Division

### Publications and Website Manager Tacoma, WA

APA – The Engineered Wood Association is seeking a Publications and Website Manager to serve as a key member of the Market Communications Division to produce a wide range of print and digital communications, including technical and promotional publications, content for multiple websites, electronic newsletters, and advertising and promotional materials. This position supervises the division’s Advertising and Public Relations Specialist’s work, coordinating reviews and monitoring production and development.

#### Responsibilities:

- A. **New and Revised Publications.** Manage APA publication development and updates, including writing, editing, and coordinating reviews with technical, marketing and field staff, as appropriate. Employ a strong attention to detail to ensure accuracy, grammar, clarity, and adherence to APA’s Style Guide. Resolve questions and issues that arise during review process. Coordinate translation of finished piece for international audiences, if applicable.
- B. **Websites.** Deliver content, design and technical updates to APA websites and e-newsletters, including news stories, feature slides, text updates, photos and graphics, custom/specialty webpages and other enhancements. Serve as website team leader, working with other members of Market Communications and IT staff and web development vendors to complete new and updated sections of the website and to complete quarterly and end-of-year analyses.
- C. **Digital and Print Promotional Material.** Develop and complete communication activities related to APA’s strategic marketing activities, including electronic newsletters, member communications and creative promotions. Provide leadership and manage the work of the Advertising and PR Specialist, which includes social media, advertising, and trade media.

#### Qualifications:

- Bachelor’s degree (B.A. or B.S.) or equivalent and a minimum of five years’ experience in journalism, technical writing, editing or a related field.

- Strong writing, copyediting and proofreading skills.
- Demonstrated experience in writing for publications, creative work and/or content for websites.
- Demonstrated experience in managing the work of others and working within a team.
- Professional, polite oral and written communication.
- Ability to write and edit articles for publication that conform to prescribed style and format.
- Ability to effectively present information to employees and managers and communicate successfully with engineers and scientists about technical content.
- Experience with relevant software applications, including Microsoft Office Suite, web content management systems and electronic newsletter systems. Must possess experience and understanding of HTML.

### **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.

APA complies with provisions established by the Equal Employment Opportunity Commission.

### **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.

We offer competitive compensation and a comprehensive benefits program, including health, life and LTD insurance, paid leave and holidays, 401(k) retirement program contributions and tuition reimbursement programs.

For confidential consideration, qualified applicants should submit a cover letter, resume and three writing/editing samples of their work 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.

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

**APA is an Equal Opportunity Employer.**