

## **Communications Manager**

Primary Supervisor: Director of Marketing & Communications

Position Summary: In addition to crafting compelling media content, fostering media relationships and managing editorial projects to support the ATA's mission and goals, this position will assist in strategy, content creation and day-to-day management of ATA social media platforms.

### **Key Responsibilities:**

- As the ATA's primary editorial writer, this position will lead the creation of engaging written content across various platforms, ensuring alignment with ATA's voice and objectives.
- Maintain and update the editorial and master communications calendar, sharing duties with the communications systems manager.
- Develop and write informative and engaging eBlasts using our email marketing platform to effectively communicate ATA news, updates and initiatives to our audience.
- Manage relationships with trade publications, overseeing both advertising and editorial content to promote ATA initiatives.
- Develop and maintain relationships with media representatives through targeted story pitches, enhancing the visibility of ATA programs and initiatives.
- Provide editorial support as needed, ensuring all content meets high standards of quality and accuracy.
- Draft and distribute press releases to effectively communicate key announcements and developments within the ATA.
- Oversee the production of the monthly ATA newsletter, creating relevant content and timely distribution.
- Contribute to the development of website editorial content as needed, ensuring it remains current and engaging for members and site visitors.
- Assign editorial content to various departments, managing all editorial assignment subtasks to ensure timely completion and quality control.
- Collaborate on strategy, content creation and day-to-day management of the ATA, Bowhunters United and Archery360 social media platforms.
- Perform additional tasks as required to support the communications team and ATA initiatives.

### **Qualifications:**

- Bachelor's degree required. Preferably in communications, journalism, marketing or a related field. Minimum of 2-4 years of experience in a similar role.

### **Knowledge, Skills, and Abilities:**

- Strong editorial and writing skills.
- Excellent project management skills.
- Experience managing and creating content for social media platforms with a focus on driving engagement and expanding reach.
- Excellent analytical skills, as well as accuracy and attention to details.
- Ability to work as a team member and take on new responsibilities as necessary.

- Strong interpersonal skills are important.

**Technical Requirements:**

- Demonstrated knowledge and proficiency with communication technologies.
- Proficiency with email marketing platforms (i.e., Campaign Monitor)
- Familiarity with graphic design software (i.e., Adobe Creative Suite, Canva).
- Understanding of copywriting, layout and publishing.
- Advanced knowledge of Microsoft Office 365 suite preferred.

**Travel:**

- National travel is occasionally required for this position, between 1-3 times per year.

**Job Type:**

- Full time remote or in main office located in New Ulm, MN.

**Benefits:**

- 401(k) with match
- Health insurance
- Dental insurance
- Disability insurance
- Paid holidays
- Life insurance
- Paid time off

**Schedule:**

- 8-hour shift
- Monday - Friday

Compensation package is commensurate with experience. ATA is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, ethnicity, color, religion, gender, national origin, age, sexual orientation, gender identity, protected veteran status, disability or any other category protected by law.

**Submission Procedure:**

Please submit a resume, cover letter and salary requirements to [tristanasbury@archerytrade.org](mailto:tristanasbury@archerytrade.org).

The Archery Trade Association is the organization for manufacturers, retailers, distributors, sales representatives, and others working in the archery and bowhunting industry. The ATA has served its members since 1953. We work to increase the recruitment and retention of new, current and once-active archers and bowhunters. We are the driving force in defending, educating, and lobbying for the greater good of the industry and sport. We preserve and promote archery and bowhunting's rich heritage to ensure active consumer participation, and successful manufacturing and retailing for generations to come. The organization also owns and operates the ATA Trade Show, the archery and bowhunting industry's largest and longest running trade show worldwide.

For more information, visit [www.archerytrade.org](http://www.archerytrade.org).