Digital Communications Specialist
Reports to: Director of Marketing Communications

The American Institute of Steel Construction is looking for a dynamic web strategy guru to join our communications team. This person will work collaboratively to present compelling online content that strengthens AISC’s brand and further establishes AISC as the thought leader of structural steel design and construction.

This person will work closely with AISC’s Web Manager but will focus more on strategic projects than technical ones.

The Digital Communications Specialist will work out of AISC’s Chicago headquarters once it is safe to do so.

Duties and responsibilities include the following:

- Oversee and execute strategic updates to aisc.org and other AISC websites. These may include new concepts for existing portions of these websites as well as working collaboratively with other departments to create new sections.
- Write compelling web copy
- Collaborate with other departments to develop content
- Compile, analyze, and share metrics on a regular basis to facilitate insightful, data-driven decisions. Be a data evangelist.
- Manage and improve SEO
- Update content on the AISC website as needed. This includes supporting users and modifying content as requested by stakeholders as well as taking the initiative to propose suggestions for improvements.
- Post new articles and manage ads on modernsteel.com
- Advocate for users (UI/UX)
- Coordinate AISC award programs
- Other duties as assigned

Qualifications:

- Insatiable curiosity and a knack for learning technical concepts and software quickly
- Must enjoy working as part of a team
• Ability to take direction, manage multiple priorities, meet deadlines, and take initiative
• Strong organizational skills
• Ability to interact professionally with members, leadership, general public, and staff
• Creative approaches to execution
• Excellent eye for detail

Education and experience:
• Bachelor’s degree in communications, journalism, marketing, new media, or similar preferred.
• 2 to 5 years of experience in digital communications
• Demonstrated ability to write expressive, engaging, and clean content
• Experience with web content management and optimization
• Experience with Google Analytics required.
• Experience with the following desired: Wix, JotForm, Google Sites, dataviz tools, Google Tag Manager, Episerver
• Intermediate to advanced knowledge of website design best practices
• Intermediate to advanced knowledge of and experience with content strategy

Application requirements:
In addition to a compelling cover letter, applicants must submit:
• A link to a portfolio of his/her/their writing for one or more web audiences (preferably for a client, but content for a personal brand is also acceptable)
• A link to a website he/she/they find particularly engaging, with a few sentences about what makes it effective

COVID-19 considerations
To keep our employees safe, employees are working remotely at least through June 2021.