



# American Staffing Association

**Position Title:** Content Specialist

**Supervisor:** Senior Director, Publishing and Marketing

## **Position Summary:**

This position principally involves working with the publishing and marketing team and association stakeholders to develop and hone content and distribution strategies to maximize content visibility and consumption and to support the ASA brand as the voice of the U.S. staffing industry. The content specialist has content creation and dissemination, project planning, and data/analytics responsibilities, including reporting and benchmarking progress toward campaign goals; developing and updating content to ensure formatting and voice consistency across platforms; implementing general digital best practices; and communicating project plans to internal staff while producing high-quality content that supports association initiatives.

## **Qualifications (Skills, Experience, Education, Training):**

Position requires a bachelor's or associate's degree in communications, marketing, journalism, or related field and practical experience with print and digital marketing, social media campaigns, email marketing, and Google analytics reporting. Must have excellent project management and organizational skills, team-oriented and able to perform multiple tasks in a busy and demanding environment. Experience with social media platforms, Salesforce Marketing Cloud, and Google Analytics required. Other desired skills include strong writing and editing, search engine optimization, email analytics and optimization, social media advertising (LinkedIn), WordPress, HTML, and Photoshop.

## **Principal Duties and Approximate Time Allocations**

- Write, edit, proof, and verify content for publication as well as develop and track content dissemination strategies and effectiveness for various publications and/or marketing media, including emails, print/digital publications, webpages, videos, and digital/social media, such as LinkedIn, *americanstaffing.net*, ASA Central, *Staffing Success*, *Staffing Today*, *Staffing Law* digest, YouTube, ASA Marketplace, mobile apps, and other association platforms. (50%)
- Work with the web content manager to create, edit, and update ASA webpages. Perform regular audits and checks throughout ASA website properties for current content and to continuously improve the user experience. (20%)
- Contribute content and content dissemination strategies that support association goals, including but not limited to developing, tracking, analyzing, and reporting on content strategies—and when applicable, how they are performing against marketing goals for the association. (20%)
- Support publishing and marketing team in the content creation, production, and deployment of daily *Staffing Today* newsletter. (10%)