



Achieving the Dream™

Staff Writer

Job Overview

This position is part of a cross-departmental team of professionals who work closely to help recruit new colleges and retain current colleges in ATD's national Network through marketing, communications, and learning events.

The Staff Writer manages ATD's social media program and contributes to the team's content-centric model of generating content to keep the organization's digital marketing tools current and fresh. The Staff Writer assists in gathering information and forming stories to develop content for ATD's various communication channels, including network newsletter, website, email messages and other tools used to recruit and retain colleges, to promote learning events, and to support other units within the organization.

The incumbent is responsible for maintaining a current scheduling calendar to help ensure that communications such as Network newsletters, messages, press releases, media updates, etc., are prepared, reviewed, and approved in a timely manner. The person also assists in managing projects with external designers, printers, and photographers.

Additionally, this position provides communications support as needed for ATD's Network, new services and programs, and external events such as DREAM, Holistic Student Supports Institute, and Data and Analytics Summit.

Responsibilities and Deliverables/Job Duties

- Engage in daily management of ATD social media platforms in line with strategy and messaging
- Maintain a scheduling calendar to help ensure communications to the Network and others are prepared, reviewed, and approved in a timely and efficient manner
- Develop content for ATD's various communication channels, including network newsletter, website, email messages and other tools used to recruit and retain colleges.
- Develop and maintain marketing lists; conduct research to support department initiatives
- Maintain and report social media analytics
- Assist in sending e-blasts using Salesforce and email marketing platform, monitor and report results
- Provide communications support for ATD Network colleges



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Skills/Qualifications/Experience

- Bachelor's degree in journalism, communications, or related field along with two years of related experience, preferably in communications, marketing, or social media (or AA degree with 3 years related experience)
- Comfort with social media platforms including Twitter, Facebook, LinkedIn, YouTube, Instagram, etc.
- Strong project management skills
- Ability to successfully manage a number of projects and priorities
- Strong written, oral, interpersonal, and presentation skills

Key Competencies

Collaboration: Demonstrates respect, humility, and willingness to collaborate when seeking to understand others and make decisions.

Disciplined Execution: Demonstrated ability to manage work processes effectively and efficiently in order to deliver high-volume, high-quality work.

Effective Communication: Ability to actively listen and thoughtfully question in order to create greater understanding and offer insights that advance problem-solving.

Position Details:

Position Type:	Full-Time
Salary Grade	3
Starting Salary:	\$45,500 - \$47,000 per annum, based on experience
Reports To:	Executive Director of Marketing and Communications
Work Location:	Silver Spring, MD
Travel:	Occasional

October 15, 2018

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~ EMPLOYMENT IS CONTINGENT ON A CANDIDATE'S SUCCESSFUL COMPLETION OF A BACKGROUND CHECK ~