

Communications Marketing Strategist

The American Council of Life Insurers seeks a communications marketing strategist to drive results-driven plans and activities that amplify the organization's voice on digital platforms and elsewhere. The individual will initiate and deliver creative approaches to communications marketing, as well as act as our social media voice on the Communications and Public Affairs team.

Candidates should be able to recognize, craft and tailor substantive content and effectively market it to key audiences. Persuasive writing and strong editing and proofreading skills are essential. Creativity, drive for excellence, and ability to identify new opportunities are essential.

Duties, responsibilities and accountabilities

- Develop and implement a comprehensive action plan to build ACLI's online storytelling capability and reach.
- Anticipate and identify organic opportunities for digital storytelling and distribution.
- Create and promote social media content to amplify ACLI communications products.
- Lead digital advertising and paid promotion efforts, including social media campaigns.
- Collaborate with fellow trade associations including state trade associations, and member companies to amplify digital media storytelling.

Requirements and Qualifications

- Salary commensurate with experience.
- Bachelor's Degree. Experience in public relations, public policy, journalism, writing, or related area.
- Strategic and creative thinker who understands news cycles and the principles of storytelling.
- Advanced written and verbal communications skills, independent judgment, and the ability to work on tight deadlines and under pressure with an eye for detail.
- Team player who can work at both strategic and tactical levels to deliver high-value communications results.
- Demonstrated interpersonal skills, flexibility, and ability to exercise diplomacy and manage a high-volume of communication initiatives at the same time.

Email resume and salary requirements to:

American Council of Life Insurers

Attn: HR – Comms Marketing Strategist

HRacli@acli.com