

Digital Communications Manager/Director

ACLI seeks a savvy social/digital media expert to execute a results-based strategy to amplify the organization's online voice. The individual will carry out creative approaches to digital communications, as well as write and produce online messaging as part of our strategic communications team.

Candidates should be able to craft substantive content quickly, tailored to various platforms, and to secure strategic placement.

Excellent writing, editing, and proofreading skills are essential. Creativity, drive for excellence, and ability to identify new opportunities are expected.

This position is part of the Communications & Public Affairs team and reports directly to the VP, Strategic Communications.

Duties, responsibilities and accountabilities

- Develop and implement a comprehensive plan to tell ACLI's story online
- Create and promote social media content for ACLI's digital media platform, IMPACT
- Lead advertising efforts, including all promoted social media campaigns
- Conduct Twitter chats
- Create and run strategic social campaigns and content around industry events, news, and timely topics. Proactively anticipate opportunities for online storytelling
- Work with our fellow trades, member companies and manage social media relationships to amplify ACLI's message
- Video content creation and promotion
- Graphic creation including gifs and other social media cards

Requirements and Qualifications

- Salary commensurate with experience.
- Bachelor's Degree in communications, politics, or related field of study.
- At least 5-7 years of 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 resumes to HRACLI@acli.com

American Council of Life Insurers
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