

Digital Communications Strategist

The American Council of Life Insurers seeks a savvy digital strategist to execute a results-based action plan to amplify the organization's online voice. The individual will carry out creative approaches to digital communications and act as our social media voice 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 musts.

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

Duties, responsibilities and accountabilities

- Develop and implement a comprehensive action plan to build ACLI's online storytelling capabilities
- Create and promote social media content for ACLI's news and views website, IMPACT
- Lead advertising efforts, including all promoted social media campaigns
- Lead 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 trade associations, member companies and manage social media relationships to amplify ACLI's message
- Video content creation and promotion
- Graphic creation including gifs and social media cards

Requirements and Qualifications

- Salary commensurate with experience
- Bachelor's Degree in communications, politics, or related field of study
- 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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