



NATIONAL STONE, SAND
& GRAVEL ASSOCIATION

Job Title: Manager, Digital Communications

Reports to: NSSGA Vice President, Communications

The National Sand, Stone and Gravel Association (NSSGA) is the leading voice and advocate for the aggregates industry. Our members – stone, sand and gravel producers and the equipment manufacturers and service providers who support them – are responsible for the essential raw materials found in every home, building, road, bridge and public works project and represent more than 90 percent of the crushed stone and 70 percent of the sand and gravel produced annually in the United States. In 2018, U.S. domestic production and use of construction aggregates amounted to 2.5 billion tons of crushed stone, sand and gravel – valued at \$25.1 billion. The aggregates industry employs approximately 100,000 highly-skilled men and women.

Position Summary

As the Manager, Digital Communications, you will be responsible for content creation and management of NSSGA’s digital communications platforms.

Key Position Responsibilities:

- Utilize strong writing and creativity skills to convey complex issues into understandable messages through websites and social media channels.
- Create and implement digital content (text, graphic, video, etc.) across NSSGA’s websites and social media channels that reinforces NSSGA’s policy and industry objectives. Develop and manage content calendars across NSSGA social channels.
- Monitor and share news stories and social media activity regarding priority topics in social media posts to support our policy positions and industry.
- Collaborate with staff on objectives and needs to be fulfilled through digital communications.
- Track and report on social media metrics on a periodic basis. Use analytical reporting to evaluate results and recommend changes to improve performance and reach target audiences.
- Manage and update nssga.org, as well as other NSSGA-affiliated websites including AFTRE, HMG, and Infrastructure for America.
- Manage the production of the monthly Safety Shorts podcast which involves recording and promotion.
- Assist in leading the annual June is National Safety Month and “Rocktober” campaigns by creating content and collaborating on a schedule that includes online materials, graphics, and social media content.
- Manage outside vendors as needed.



- Provide recommendations regarding digital communications budget needs.
- Provide expertise and recommendations regarding technical infrastructure, including web content management systems, marketing email and community engagement platforms, and social media publishing and analytical tools.
- Remain current in the rapidly evolving digital marketplace for best practices and platforms to help NSSGA achieve its mission.
- Ability to assist in other communications functions as needed.
- Other relevant duties as assigned.

Background/Education Requirements

- Bachelor's Degree (Communications, English, Political Science or related major, or equivalent experience).
- 5+ years' experience, with specific experience in websites and social media (experience in trade association a plus).
- Demonstrated ability to work with tight deadlines and think under pressure.

Qualifications & Skills

- Must have the ability to manage multiple projects, meet deadlines and communicate effectively on all aspects of work being done and proposed.
- Exposure to, and demonstrated knowledge of, advocacy for public policy and communications support required.
- Familiarity with communications office functions and use of Microsoft Office.
- Proficiency using Drupal and Informz as well as professional use of Twitter, Facebook, YouTube, LinkedIn, and other social and digital platforms.
- Ability to do basic work in creative design and video platforms
- Experience in managing/using content management systems and social media publishing tools.
- Experience in developing and managing social media campaigns toward specific objectives.
- Must have strong communications skills and an ability to bring recommendations to the table.
- Must demonstrate initiative and a proven willingness to take initiative and accountability for results.
- Must should be results-oriented and able to collaborate as well as work independently.

Please provide resume, cover letter, a professional writing sample and salary requirements to hr@nssga.org. Candidates should be prepared to produce work samples of prior achievements. Located in Alexandria, VA, NSSGA provides a supportive work environment, excellent benefits and competitive compensation.

NSSGA is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.

