



## **Communications Associate**

AAW is a nonprofit organization dedicated to advancing the art and craft of woodturning worldwide through education. With more than 12,000 members and 350 local chapters globally, AAW members include amateurs, hobbyists, professionals, gallery owners, collectors, and tool and equipment suppliers. Through the work of a dedicated team of staff and volunteers, we create opportunities for education, information, and organization to all who are interested in turning wood.

More information about our mission and work can be found at [www.woodturner.org](http://www.woodturner.org). The American Association of Woodturners is an equal opportunity employer and we welcome all to apply. We are committed to fostering a diverse, inclusive, and equitable working environment.

### **Job Summary:**

Reporting to the Executive Team, this full-time role as Communications Associate strengthens brand awareness and program success by using performance metrics to optimize outreach and build community engagement. This important work ensures timely, relevant messaging aligned with organizational priorities through a comprehensive communications calendar and streamlined content planning.

### **Key Responsibilities**

#### **Enhance Effective and Coordinated Organizational Communications (20%)**

- Work with the Executive Team to implement the comprehensive organizational communications calendar/schedule to ensure timely, and relevant communications across digital and print platforms (including *American Woodturner* journal, *Woodturning Fundamentals* online publication, emails, social media and website) that reinforce key initiatives and organizational priorities.
- Collaborate across teams to streamline content planning and maximize the impact of AAW's outreach efforts. Ensure that communications foster trust and engagement among members, staff, board, and community stakeholders.
- This may include updating brand templates and design as needed.

#### **Enhance Member and Community Engagement Through Digital Communications (60%)**

- Deliver coordinated, compelling and timely digital communications, including weekly e-newsletters, single-topic updates, website and social media.
- Optimize AAW's use of the Higher Logic communication platform to create targeted, effective member messaging.
- Engage and post for AAW's social media presence, crafting content that grows reach, fosters community engagement, and enhances brand awareness.
- Fulfill contracted advertising promises in digital communications.
- Monitor and report on key performance indicators, engagement trends and member feedback to refine digital communication strategies ensuring AAW's communications continue to resonate with and provide value to members.

- Execute the communications strategy for the annual AAW International Symposium, including development and deployment of integrated marketing campaigns (email, web, social, and partner channels) that drive registration, attendee engagement, and overall event success.

#### **Lead AAW's regional event strategy, impact and operations. (10%)**

- Manage the regional events calendar, define goals and expected outcomes for each event, tracking effectiveness and ensuring participation supports AAW goals.
- Collaborate with staff, board and volunteers to assign and prepare event representatives, determining the best fit for attendance based on goals, expertise, and availability.
- Serve as the primary contact for regional event leaders, maintaining strong relationships, facilitating partnered marketing strategy and boosting social media content when appropriate.

#### **Other Special Projects and Duties as assigned (10%).**

- Provide Symposium in-person and virtual leadership and support as needed.
- Process membership renewals and updates, event registrations, and other functions.
- Design in-house or work with external designers to deliver compelling artwork/logos for events
- Work with Executive Team on selecting and updating merchandise as needed.

#### **Experience & Background:**

- 2-5 years of experience in content planning, digital communications, and community engagement.
- Experience in managing communications and engagement for associations, member organizations, or arts/crafts nonprofits is a plus.
- Proven ability to manage multiple projects, coordinate across teams, and meet deadlines.

#### **Key Skills:**

- Ability to support and maintain a coordinated communications calendar to ensure timely messaging across platforms.
- Strong writing, editing, and storytelling skills for newsletters, website content, and social media posts.
- Ensuring brand consistency, fulfilling advertising commitments, and delivering polished communications.
- Experience in crafting engaging digital content that increases interaction and grows an online community.
- Ability to track and analyze engagement metrics, adjusting communication strategies based on performance data.
- Skilled in working across teams, including staff, board members, and volunteers.

#### **Technology Knowledge:**

- Familiarity with Higher Logic (or similar email platforms) for email campaigns and member engagement is a plus.
- Proficiency in platforms such as Facebook, Instagram, including content creation and engagement strategies.
- Experience with website management platforms (iMIS/RISE preferred, WordPress, Drupal)



- Experience with membership databases or association management software
- Knowledge of Google Analytics, social media insights, and other tracking tools to measure performance.
- Basic skills in Canva or Adobe Creative Suite for creating visual content.

**Wages, Benefits and Work location:** \$50,000 to \$60,000 annual salary, dependent on experience and qualifications; Vacation and Sick policy, 13 paid holidays per year, group health insurance with partial employer contribution, retirement with annual match after one year of employment.

This position can be fully remote outside the Twin Cities, MN area or hybrid if the candidate lives in the Twin Cities area. If fully remote, the position needs to travel to headquarters on a semi-annual to quarterly basis for staff team meetings. This position is also expected to travel to the annual in-person symposium held every summer (~5-9 days) and will share responsibility with the leadership team of traveling to represent AAW at regional in-person weekend events (as available). Some weekend hours required for implementing programming (1-5 weekends/year).

**To Apply:** Please submit a cover letter and resume via email to [hr@woodturner.org](mailto:hr@woodturner.org). Cover letters will be run through an Artificial Intelligence screening program. **Application review will begin April 15<sup>th</sup> , but this posting will be active until filled.**