



**Position Title: Project Manager, Communication, and Marketing Associate**

**Salary Range: Commensurate with experience**

**Location: Student Veterans of America (SVA), 1012 14th Street NW (12th Floor) Washington, DC 20005**

Student Veterans of America (SVA) is a 501(c)(3) non-profit coalition of more than 1,400 student veteran organizations on college campuses globally. SVA's mission is to provide military veterans with the resources, support, and advocacy needed to succeed in higher education and in high growth-in demand career fields. For more information, visit us at [www.studentveterans.org](http://www.studentveterans.org).

Student Veterans of America shall not discriminate based on race, color, religion (creed), gender, age, national origin (ancestry), disability, marital status, sexual orientation, political affiliation, gender identification or expression, or military status in any of its activities of operations. These activities include, but are not limited to, hiring and firing of staff, selection of volunteers, and selection of vendors and provision of services.

**Education:** Bachelor's degree or higher is required with a degree in a communication/marketing related field preferred.

**Experience:** Three to five years' project management, communication, marketing, branding, events, journalism, public affairs and/or public relations experience creating compelling messages for different target demographics.

**Position Objective:** The **Project Manager, Communication, and Marketing Associate** is the functional lead for implementing SVA and LinkedIn's program to mobilize chapters and members to use LinkedIn and advance their career objectives. This includes daily collaboration between SVA, LinkedIn, and use of the LinkedIn platform's full capacity for enhancing communication and opportunities for and with prospective and current student veterans, family members pursuing education, and career opportunities, including training and use of LinkedIn tools and awareness of LinkedIn programs and services directed to veterans and family members.

**Summary:** The incumbent is an integral member of the SVA Chapter Services, Marketing and Communications team with a broad portfolio, including shared responsibility with the Director of Communication and Marketing for vendor and public relation agency relationships. The incumbent is responsible for key projects, including project management and planning, initially and primarily focused on LinkedIn and the use of LinkedIn tools, programs, and services. The

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incumbent is expected to work closely with other team members as well as representatives from other departments in SVA, Board members, outside academic staff, as well as current and prospective student veterans.

### **Duties and Tasks Critical to Success**

- Support day-to-day operations and multichannel marketing communications campaigns with a focus on “LinkedIn-first” strategies for professional content, to increase visibility of key advocacy initiatives; partner, chapter and alumni network initiatives, programs, resources and special events, advocacy and legislative priorities.
- Executes a strategy to train and mobilize SVA chapters and members to leverage LinkedIn to advance their career objectives (including physically, virtually, at events or chapters, etc.), and to train and mobilize corporate partners to leverage LinkedIn to recruit student veteran talent.
- Develop project management, communications plans, creative production calendar and editorial calendars for special events and communications initiatives, including those related to the organization’s national conference, annual awards, scholarships, and partnership initiatives conferences, speaking engagements, press events, etc.
- Create, edit, proofread content and assist in developing, revising and formatting a wide variety of communications materials and tools, including but not limited to: e-newsletters, fact sheets, talking points, program collateral, speeches, talking points, presentations, handbooks, press kit materials, direct mail, brochures, print and written web content.
- Supervising writers, editors, content strategists; be an arbiter of best practices in grammar, messaging, writing, and style. Analyzes online communications and providing recommendations for improved efforts.
- Tracking and reporting campaign results and provide recommendations for improved, innovative marketing communications approaches.
- Creates a stronger online presence, distribute and promote SVA content through paid, earned and owned media channels, including national and local news media, social media and website. Provides content for distribution to SVA’s network of chapters, partners and activists around the country.
- Determine new ways to maintain engagement across stakeholder networks, identifying and cultivating multimedia materials, testimonials and stories from chapters, participants, volunteers and donors for use across SVA’s communications channels.
- Serve as a brand ambassador both internally and externally to ensure compliance of branding guidelines and standards.

**Functional and Relational Responsibilities:** Reports to the Director, Communication and Marketing. Works in partnership with the Chapter Support and Programming departments. The incumbent works closely with the Director, Communications and Marketing, and with the Executive Vice President, to manage external relations with LinkedIn that enhance the functional and relational responsibilities between both organizations.

**Telework:** Authorized after a 90-day probationary period and at the discretion of the Director, Communication and Marketing. This position is not eligible for full-time remote work.

### **Qualifications**

- Strong familiarity with LinkedIn, including LinkedIn Recruiter, LinkedIn apps, LinkedIn training and education, including [Lynda.com](http://Lynda.com), LinkedIn career applications, LinkedIn group, corporate, job, and other specialized pages, and LinkedIn profile building;
- Strong project management and ability to self-motivate and direct work; crisis communications experience a plus;
- Successful writing and editing experience (externally focused) with a variety of print and online communications;
- Excellent web technology skills, Microsoft Office Suite skills, and comfort working with large datasets in some of the major database platforms (strong Excel skills preferred) and familiar with Mac software;
- Basic familiarity with HTML and CMS experience; Experience working with databases, particularly with CRMs;
- Relationship builder, team player, exceptional problem-solving and troubleshooting skills, a record for being reliable, utilizing sound judgment;
- Must be able to meet deadlines and manage multiple projects simultaneously;
- [Salesforce.com](http://Salesforce.com) CRM experience and marketing automation experience preferred;
- Proven editorial skills and outstanding command of the English language;
- Skill at both long-form content creation and real-time (immediate) content creation and distribution strategies and tactics;
- Familiarity with principles of marketing (and the ability to adapt or ignore them as dictated by data);
- Passion for SVA's mission;
- Candidates who are veterans or immediate family members of veterans or serving members of the military will be strongly favored.