WTS INTERNATIONAL JOB DESCRIPTION

Job Title: Manager, Communications and Digital Marketing
Reports to: Chief Executive Officer and/or Designee
Direct Reports: None
FLSA Status: Exempt
Work Arrangement: In-office and hybrid. The specific schedule will be approved by the supervisor and may change based on organizational needs.
Travel: Periodic travel may be required.

Organization Summary

WTS International's mission is to attract, sustain, connect, and advance women's careers to strengthen the transportation industry. The organization has more than 10,000 members and provides access to professional development, networking, mentoring, leadership programs, and transportation industry and government leaders.

The WTS Foundation is the charitable arm of WTS and supports charitable and educational initiatives, including scholarships, student programs, leadership development, and other efforts designed to expand opportunities for women in transportation.

Position Summary

The Manager, Communications and Social Media is responsible for coordinating and executing day-to-day communications for WTS International and WTS Foundation communications.

This position manages the organizational communications calendar; manages and creates content for the Association website and social media channels, develops, schedules, and publishes digital content; manage the issuance of newsletters and email communications; creates or adapts routine graphics; and helps ensure that WTS communications are timely, accurate, consistent, and aligned with approved organizational priorities.

Reporting to the Chief Executive Officer or their designee, the Manager works collaboratively with WTS staff, chapter leaders, Board and committee representatives, program leads, vendors, and other designated stakeholders to collect information, coordinate approvals, and support communications for membership, programs, events, scholarships, partnerships, fundraising initiatives, and other organizational priorities.

Essential Duties and Responsibilities

Communications Planning and Coordination

- Develops and executes communications and marketing plans for the Association and the Foundation and various strategic initiatives and projects.
- Maintain and update the organization's master communications and content calendar.
- Coordinate communications priorities, publication dates, source materials, approvals, and deadlines with designated WTS leadership and staff.
- Organize communications by audience, organization, campaign, program, event, and channel.
- Develop weekly and monthly communications schedules based on approved organizational priorities.
- Track pending content, approvals, graphics, links, photographs, and other required assets.
- Identify gaps in the communications calendar and recommend appropriate membership, mission, program, recognition, or industry-related content.
- Coordinate the timing of WTS International and WTS Foundation communications to support consistent messaging and avoid scheduling conflicts.
- Develop public relations content periodically to include press releases, announcements, etc.
- Maintain clear processes for content submission, review, approval, scheduling, and publication.

Social Media and Digital Content

- Draft, edit, schedule, and publish approved content across designated WTS social media platforms.
- Develop captions and supporting copy for programs, events, membership, scholarships, partnerships, awards, leadership initiatives, organizational announcements, and other approved topics.
- Create or adapt routine social media graphics in Canva using approved WTS branding, templates, and available assets.
- Coordinate photographs, graphics, videos, links, hashtags, and other digital assets for scheduled content.
- Monitor social media channels and elevate questions, comments, or issues requiring staff or leadership attention.
- Support limited boosting of approved social media content when directed by WTS.
- Maintain awareness of relevant transportation, workforce, leadership, membership, and women-focused observances that may support appropriate WTS content.
- Help maintain an appropriate and consistent social media publishing cadence based on organizational priorities and audience needs.
- Manage and create content for the Association website.

- Regularly update the Association website with new content for programming and events throughout the year.
- Interface with and coordinate communications plans with Events and Membership staff on events and member initiatives.
- Manage communications and production of Association/Foundation webinars.

Newsletters and Email Communications

- Coordinate the preparation and distribution of planned organizational newsletters, including the Membership Connector Express and Chapter Leader Digest and periodic adhoc messaging.
- Gather, organize, draft, and edit newsletter content in collaboration with designated staff and contributors.
- Prepare approved email announcements, invitations, reminders, appeals, and program communications.
- Format and distribute approved communications through the organization's designated email marketing platform.
- Maintain newsletter and email schedules, distribution lists, links, graphics, and approval records.
- Review communications for accuracy, clarity, formatting, brand consistency, and functional links before distribution.

Campaign, Program, and Event Communications

- Support communications for WTS programs and events, membership initiatives, conferences, leadership programs, scholarships, awards, partnerships, chapter activities and ad hoc events/programs.
- Support communications for designated WTS Foundation initiatives, including scholarship programs, Transportation YOU Capital Summit, fundraising programs and projects, and other approved Foundation priorities.
- Prepare and update communications materials for registration openings, application periods, deadlines, event reminders, program announcements, and post-event recognition.
- Coordinate with program and event leads to confirm accurate dates, details, calls to action, and registration or application links.
- Support the preparation of brief articles, blog posts, executive remarks, talking points, and other short-form organizational content as assigned.

Brand and Creative Coordination

- Apply approved WTS brand standards across routine communications and digital content.

- Maintain and organize approved templates, logos, photographs, graphics, videos, and branded assets.
- Create small scale creative design and coordinate with graphic designers, photographers, videographers, consultants, and other creative vendors when specialized support is required.
- Review materials for consistency in messaging, design, terminology, and visual presentation.
- Assist with the development and maintenance of reusable communications templates.
- Support routine updates to digital content while coordinating substantive website or technology needs with the appropriate staff or vendors.

Communications Administration

- Write and ghost-writes articles, letters, summaries and reports.

- Maintain organized communications files, calendars, templates, reports, and standard operating procedures.
- Maintain appropriate access to communications platforms and coordinate administrative access with WTS leadership and information technology support.
- Use designated communications, project management, collaboration, and file-sharing platforms to track work and maintain visibility.
- Document recurring communications responsibilities, platform procedures, approval workflows, and publication processes.
- Support onboarding, transition, and knowledge transfer related to communications systems and activities.
- Protect confidential organizational, member, donor, partner, and platform information.

Measurement and Reporting

- Monitor social media, email, newsletter, and digital engagement metrics.
- Prepare routine communications reports and summaries for leadership.
- Track content performance and identify opportunities to improve timing, format, engagement, and audience reach.
- Maintain records of published communications and major campaign activities.
- Recommend practical adjustments based on communications performance and organizational priorities.

Qualifications

Education and Experience

- Bachelor's degree in communications, marketing, public relations, journalism, digital media, business, nonprofit management, or a related field preferred.
- Minimum of four years of progressively responsible experience in communications, social media, marketing, public relations, digital content, or a related function.
- Demonstrated experience managing organizational social media accounts, social and digital content creation and communications calendars.
- Experience drafting, editing, scheduling, and publishing content across multiple communication channels.
- Experience preparing newsletters, email campaigns, digital content, and routine branded graphics.
- Experience working in an association, nonprofit, foundation, membership organization, professional society, or mission-driven organization preferred.
- Experience supporting conferences, programs, fundraising initiatives, membership campaigns, or special events preferred.

Knowledge, Skills, and Abilities

- Excellent and extensive writing, editing, proofreading, verbal communication, and interpersonal skills.
- Proficient in creative design such as Canva and others.
- Strong understanding of social media management, content planning, email marketing, website content and digital communications.
- Ability to translate organizational information into clear, engaging, audience-appropriate content.
- Strong attention to detail, accuracy, consistency, and brand standards.
- Ability to manage multiple deadlines, campaigns, approvals, and stakeholder requests.
- Strong organizational, project coordination, and follow-through skills.
- Ability to work independently while collaborating effectively with leadership, staff, volunteers, vendors, and external stakeholders.
- Sound judgment when managing sensitive, confidential, or high-visibility communications.
- Proficiency with Microsoft Office and collaboration platforms.
- Experience with Canva, social media scheduling tools, email marketing platforms, content management systems, and project management tools.
- Familiarity with social media and email analytics.
- Video development experience is a plus but not a requirement.

Compensation and Benefits

- **Salary:** The anticipated salary range for this position is **$80,000 - $90,000** annually. Final compensation will be based on experience, qualifications, skills, and internal equity.
- This range represents WTS International's good-faith estimate of the base compensation for the position at the time of posting.
- **Healthcare:** This position is eligible for medical, dental, and vision insurance. WTS International currently covers 100% of the employee and dependent-child premiums for these benefits.
- **Retirement:** Eligible for participation in the organization's 401(k) plan after six months of employment.
- **Paid Time Off:** Twelve days of paid time off during years one and two, 12 organizational holidays, and 10 days of annual sick leave.

Work Environment and Physical Demands

While performing the duties of this position, the employee is regularly required to sit, use a computer, communicate verbally and in writing, and participate in virtual and in-person meetings. The employee is occasionally required to stand, walk, reach, stoop, kneel, crouch, and lift or move items weighing up to 25 pounds.

The work environment is generally professional, with a moderate noise level. This position may require periodic travel and occasional work outside standard business hours in connection with meetings, conferences, events, deadlines, and time-sensitive communications.

This job description describes the general nature and level of work performed and is not an exhaustive list of all duties, responsibilities, or qualifications. Responsibilities may change based on organizational needs.

WTS International is an equal opportunity employer. In accordance with the District of Columbia Human Rights Act and other applicable laws, WTS International does not discriminate based on race, color, religion, national origin, sex, age, disability, marital status, sexual orientation, gender identity or expression, or any other protected characteristic.