



Are you a collaborative, adaptable team player with a passion for transforming mission-driven organizations? Strategic Association Management (SAM) is seeking a self-starter with a track record of independently managing multiple projects in a customer/member-facing environment to fill the role of Communications Manager.

The Communications Manager at SAM plays a key role in managing and executing the communications initiatives of a variety of associations supported by SAM. At the direction of multiple Account Leads, the Communications Manager works collaboratively to develop and implement effective and brand-affirming communications projects that support the overall communications and marketing goals of partner associations.

The Communications Manager must be a skilled project manager who is self-motivated and demonstrates the ability to work in fast-paced, flexible environment. Attention to detail, ability to adapt to changes in workload or project needs, and excellent time management skills are essential in this position. The major duties of this job will involve structure, will require attention to detail, and must be done correctly. At the same time, job tasks will vary rather than be repetitive and will require a faster-than-average pace in order to complete work requirements. This role can be the source of some initiatives within a clearly structured and defined framework of responsibility outlined by leadership. Working with multiple teams of leaders with a variety of work styles and a willingness to adapt and learn to the needs of various clients is a must.

JOB TITLE: Communications Manager
SALARY RANGE: \$51,000 - \$66,000
FLSA STATUS: Exempt
REPORTS TO: Head of Communications
LOCATION: SAM is headquartered in Austin, TX; depending on the role and responsibilities a hybrid set-up (Austin area) or fully remote (Outside of Austin; Texas residents only) may be available

Primary Responsibilities of the Position

Responsibilities may include the following for multiple associations:

- Implement communications strategy as developed in collaboration with association leaders and chief staff officers
- Develop and execute comprehensive, strategic online and offline communications and marketing campaigns for multiple partner associations
- Support internal teams, managing project timelines, ensuring timely project completion based on client communication calendars, and communicating clear expectations for project execution
- Design collateral materials (invitations, brochures, flyers, signage, graphics, animated graphics, slides, videos, etc.) to support communications efforts
- Contribute visual and written content for communications projects, including website, social media, news stories, event programs, and other digital and print collateral
- Manage production for communications projects, including coordinating with outside vendors (graphic designers, printers, signage companies, etc.)
- Update and maintain association partners' websites, including developing content and overseeing user experience and interface design
- Manage email marketing, including list management, email development, and execution
- Develop, manage, and execute social media strategies
- Coordinate and manage professional photographers and videographers

- Track, measure, and report key performance indicators to determine marketing/communications effectiveness
- Manage elements of technology infrastructure as it relates to designated associations
- Monitor press mentions and serve as media relations coordinator for multiple associations, identifying media opportunities and connecting press with designated spokesperson (chief volunteer or chief staff officer)

Experience & Skills Required and Preferred

- Bachelor's degree/equivalent experience in communications, journalism, or related field
- Excellent editing and writing skills; ability to write copy for a variety of forums; ability to implement/adapt to various client voices over personal voice; extensive knowledge of spelling, grammar, and punctuation; ability to implement a variety of editing styles, depending on client style guide
- Thorough knowledge of social media tools and content management systems, including Twitter/X, Facebook, YouTube/Vimeo, Buffer/Hootsuite, website design/management platforms, email design/management platforms
- High-level proficiency with InDesign, Adobe Creative Suite, Microsoft Office, Canva
- A minimum of 3–5 years of relevant work experience (marketing, comms, editing web, and/or print design)
- Expertise in strategic and innovative marketing approaches, including PPC, SEO, content marketing, and automation tools
- Proven ability to develop and project manage communications calendars/plans
- Proficiency in graphic design enhancing visual communication strategies
- Proven experience in publication production, including layout, editing, and project management for magazines or similar formats
- Expertise in developing and implementing effective social media strategies
- Familiarity with web-based CRM or AMS (Software/Management System) and mobile event applications
- Experience with professional/trade associations/nonprofits or agency-style work

Employee Experience

- The SAM staff team and culture reflects passionate individuals who create meaningful experiences through engaging and creative service and by honoring a diversity of thought and experience.
- Our values are defined by the active way in which we work to achieve them. In everything we do, it's critical that we consider the ways in which we: Build Trust, Seek Clarity, Stay Curious, Practice Empathy and Champion Growth. [LEARN MORE ABOUT OUR CORE VALUES.](#)
- SAM is committed to creating and maintaining an employee experience that provides meaningful recognition and incentives, fosters inclusivity and belonging, and ensures professional and personal development and growth.
- The SAM Total Rewards program represents a robust, employee-driven engagement and incentive our program that intentionally addresses seven key elements that make up the comprehensive employee experience: Compensation, Benefits, Well-Being, Development and Support, Community Impact, Work Environment and Resources, and Diversity, Equity, and Inclusion. [LEARN MORE ABOUT SAM TOTAL REWARDS.](#)

Join Our Team: Two Steps to apply

1. Email a cover letter of interest and current résumé to jobs@sam-firm.com
2. All applicants are required to complete an online Predictive Index assessment. To access the assessment, please paste this link in your browser:
<https://assessment.predictiveindex.com/dpT/6bc71d6b-af5b-4f2f-b5ac-2e1014d3818f?type=candidateba>

Strategic Association Management (SAM) is an association management company (AMC) providing professional management services for a diverse array of organizations. An AMC provides creative staffing, strategic and administrative solutions for association and non-profit organizations. At SAM, a team of experienced professionals takes care of day-to-day operations—increasing efficiency and enabling scalability—so volunteers are empowered to pursue their organization’s mission. Through long-term partnerships, our clients experience organizational sustainability, growth and, ultimately, transformation.

SAM will provide equal opportunity to all employees and applicants for employment regardless of actual or perceived race, color, national origin, citizenship status, age, religion, disability, sex, pregnancy, sexual orientation, gender identity, military or veteran status, genetic information, or any other category protected by applicable law.