



## AMERICAN COUNCIL OF ACADEMIC PHYSICAL THERAPY

**Job Title:** ACAPT Marketing and Communications Specialist

**Company Overview:**

The American Council of Academic Physical Therapy (ACAPT) is a dynamic and innovative 501c6 trade association committed to delivering high-quality products/services to our customers. Our core purpose is to lead physical therapy in the pursuit of academic excellence. ACAPT's organizational membership includes about 95% of all U.S.-accredited physical therapist programs. We serve and represent the employees of these nearly 290 physical therapist educational institutions, including:

- faculty
- clinical partners
- academic administrators & leaders

As we continue to grow and expand our reach, we are seeking a talented and motivated part-time Marketing and Communications Specialist to join our team. This position plays a crucial role in enhancing our brand presence, driving marketing strategies, and maintaining effective communication with our stakeholders.

**Job Summary:**

As the Marketing and Communications Specialist, you will serve as the chief storyteller of the organization, connecting what we do to the education community. By showcasing how our different products and services can transform the profession innovatively by filling unmet needs, addressing unresolved issues, and impacting attitudes and behaviors gained by inclusion, engagement, and relevance.

To do this, you will be responsible for developing and executing marketing campaigns, crafting engaging content, and managing various communication channels to promote ACAPT mission, vision and strategic priorities. You will collaborate closely with the staff and volunteers to ensure consistency in messaging and brand representation across all channels. Engage members to better understand their needs and expectations to inform ACAPT leadership of threats or opportunities will be a strategy priority of this position.

**Key Responsibilities:**

Marketing Strategy: Develop comprehensive marketing strategies informed by thoughtful research and aligned with the ACAPT's objectives, target audience, and market trends. Identify opportunities for growth and recommend initiatives to enhance brand awareness and market positioning. Develop creative dissemination strategies.

Content Creation: Create compelling and persuasive content for various platforms, including but not limited to website, blogs, social media, email campaigns, press releases, and marketing collaterals. Tailor content to resonate with different target audiences and ensure brand consistency in all communications. Maintain a content calendar & content strategy. Produce ACAPT's annual report and disseminate.

Digital Marketing: Manage and optimize digital marketing campaigns, including SEO, SEM, social media advertising, and email marketing, to drive website traffic, lead generation, and conversions. Monitor campaign performance and provide regular reports and analysis.

Visual Storytelling: Transform information and data into clear and thoughtful visualizations that tell stories, helping our audience understand trends, patterns, and key insights.

Social Media Management: Develop and implement social media strategies to engage our online community, increase followers, and foster brand loyalty. Monitor social media channels, respond to comments/messages, and leverage social listening for brand insights.

**Public Relations:** Cultivate relationships with external and industry influencers. Draft marketing pitches and responses to inquiries. Proactively seek opportunities for media coverage to enhance brand visibility.

**Event Promotion:** Develop all marketing collateral for ACAPT events. Collaborate with staff to ensure activities reflect ACAPT's mission, vision, purposes, and goals and maximize attendance. Staff the ACAPT booth at conferences.

**Featured Acknowledgements:** Promote ACAPT's volunteer leaders, sponsors, exhibitors, and strategic partners.

**Brand Management:** Ensure consistent brand messaging and visual representation across all marketing materials and communication channels. Safeguard brand guidelines and implement strategies to reinforce the company's brand identity.

**Leadership Support:** Serve as the staff liaison to some volunteer leadership groups and vendors, as assigned. Assist with communications onboarding of new members and staff.

**Market Research:** Conduct market research to understand customer needs, preferences, and market trends. Analyze competitors' activities and identify areas for differentiation and innovation.

**Analytics and Reporting:** Utilize various analytics tools to track and measure the performance of marketing campaigns and communication efforts. Conduct focus group discussions to assess member value, future needs, and emerging trends in the profession. Provide regular reports to management, highlighting key insights and recommendations for improvements. Develop suggested policies and procedures that reflect the same.

## **Goals:**

Ultimately, the outcomes of good marketing and communications contribute to a positive impact on revenue, reputation, and relationships, positioning ACAPT for long-term success in a competitive marketplace.

**Enhanced Brand Reputation:** Messaging that builds a strong brand reputation, establishing trust and credibility among stakeholders, and generates leads by attracting potential customers and new members.

**Member Engagement and Loyalty:** Strategies that foster meaningful interactions with members leading to higher levels of engagement, better insights on their preferences and needs, repeat business, and loyalty.

**Increased Revenue:** Effectively showcasing the value and benefits of our products or services, helping ACAPT enter new markets, reaching different audience segments, expanding our reach, increasing membership.

**Innovation and Differentiation:** Effectively highlighting the unique features and benefits of our products and services, setting ACAPT apart from competitors and positioning our brand as an innovator.

## **Oversight:**

Under the supervision of the Executive Director, you will be responsible for oversight of the content, updates, format, functionality, and accessibility of ACAPT's website, web repositories, newsletter, social, video and print media. You will also serve as the key contact for the vendors that provide these products and services to ACAPT.

## **Qualifications and Requirements:**

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Proven experience (5 years) in marketing and communications roles, preferably within an association.
- Excellent written and verbal communication skills, with a keen eye for detail and grammar.
- Proficiency in digital marketing platforms, content management systems, and social media management tools.
- Experience using Search Engine Optimization (SEO) and Marketing (SEM), email marketing, website development, and social media advertising.

- Strong understanding of data visualization principles and experience with data visualization tools.
- Ability to think creatively, generate innovative ideas, and solve problems effectively.
- Knowledge of market research techniques and data analysis.
- Familiarity with PR practices and media relations.
- Results-driven with a track record of achieving marketing objectives.
- Strong organizational skills and ability to manage multiple projects simultaneously.
- Ability to execute independently and as a member of a team with excellent interpersonal and collaboration.
- Possess a results-oriented mindset.

#### **Benefits:**

Competitive salary.

Professional development opportunities.

Vibrant and collaborative work environment that fosters creativity and growth.

#### **Travel:**

This position requires the ability to travel to at least 2 conferences within the United States per year to staff ACAPT's booth and engage members. Additional opportunities for travel to represent ACAPT may develop.

#### **Hybrid/Remote:**

ACAPT's office is located in Alexandria, Virginia. Space is available for this position should you chose to come into the office to work on occasion. This position may also be fully remote.

Join our team and take on an exciting opportunity to drive marketing success and communicate the value of ACAPT's products/services to our target audience. If you are a passionate and creative marketing professional, we'd love to hear from you!

ACAPT is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive workplace for all employees.

Interests and inquiries may be directed to [executivedirector@acapt.org](mailto:executivedirector@acapt.org)