



## National Business Aviation Association

### Job Description

**Job Title:** Online Editor  
**Division:** Communications  
**Reports To:** Director, Publications  
**FLSA Status:** Exempt  
**Prepared Date:** 1/20/2012  
**Location:** Washington, DC  
**Status:** Regular, Full Time

### SUMMARY

This position oversees the day-to-day production and editorial development of NBAA's online communications, including web articles, e-newsletters and social media, to ensure overall quality and on-time delivery.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

Specific duties and responsibilities include but are not limited to:

- Manage the production and development of editorial content for web articles, press releases, e-newsletters (to include *NBAA Update*), e-postcards and social media sites, from concept to completion.
- Participate in weekly NBAA Enterprise Group meetings to develop story ideas.
- Develop production and editorial calendars (e.g., help manage the "Enterprise grid" in conjunction with plans for other key communications products like *Business Aviation Insider*) to help ensure the most effective placement of content across all NBAA communications channels.
- Coordinate with writers' group manager to ensure timely assignment, development and submission of articles.
- Arrange, edit and proofread copy, and write, rewrite and fact-check copy, as needed.
- Develop voice and tone of content to fulfill editorial strategy, and adhere to editorial policies and standards.
- Perform or oversee posting of content to web site and promotion of content through all appropriate NBAA channels, including home page promo panels, e-newsletters and social media.
- Manage and develop NBAA's social media channels.
- Monitor reader feedback, user statistics (such as Informz and Google Analytics stats), survey results and other sources to make recommendations for improvements, as needed.
- Assist in the selection and management of freelancers.
- Follow and administer all company policies and act as a role model in the adherence to policies
- Participate in NBAA news bureau and oversee freelancers in relation to these efforts, as needed.
- Travel – 2% or approximately 1 week per year.
- Budgetary Responsibility: Assist in the annual development and ongoing monitoring of relevant areas of the Communications Division budget.
- Supervision Received: Conduct daily activities with a high degree of autonomy, with work periodically reviewed by Director, Publications during the normal course of production. Set annual performance goals and overall priorities in concert with Director, Publications.
- Decision Making – Scope of Authority Make decisions to ensure effective production and prioritization of work.
- Contacts: Regularly work with internal staff members and contractors in support of production. Occasionally interact with Members to answer inquiries.

**NON ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Provide editorial services for other communications projects and perform other duties as assigned.
- Submit expense reports, payment request forms and other administrative forms, as needed.

**SUPERVISORY RESPONSIBILITIES**

- Manage contractors, such as freelance writers, editors, podcast/video producers, etc.

**REQUIRED QUALIFICATIONS**

Specific requirements include but are not limited to:

**SKILLS, KNOWLEDGE & ABILITIES**

- Excellent writing, editing, proofreading and project management skills.
- Knowledge of AP Stylebook.
- Knowledge of web site publishing and social media software, standards and best practices.
- Proficiency with Microsoft Office applications.
- Good oral communication skills.
- Ability to work well in a team and independently.
- Strong attention to detail.
- Ability to multitask and work under minimal supervision.

**EDUCATION**

- Bachelor's degree from four-year accredited college or university in English, journalism, communications, new media, marketing or related area.

**EXPERIENCE**

- Five years of editing experience in an online publishing or communications environment to include: print publications, public relations or media relations.
- Experience using social media sites like Facebook, LinkedIn and Twitter.
- Experience in project management and working directly with different departments.

**DESIRED QUALIFICATIONS**

- Proficiency in Dreamweaver.
- Experience with association media and publishing.
- Experience with e-newsletter and/or e-mail marketing best practices.
- Experience using social media in a professional/business context.
- Knowledge of aviation industry issues and topics, especially business aviation.
- Master's degree or demonstrated continuing education in relevant areas.

**PHYSICAL AND MENTAL REQUIREMENTS** (note: refer to ADA checklist)

The physical and mental requirements described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.

**PHYSICAL REQUIREMENTS**

- Reaching, standing, walking, pushing, pulling, lifting, fingering, grasping, feeling, talking, hearing and repetitive motion.
- Sedentary work – Exerting up to 10 pounds of force occasionally, sits most of the time.
- Close visual acuity to perform activities at distances close to the eye.

**MENTAL REQUIREMENTS**

- Comparing, copying, computing, compiling, analyzing, coordinating and synthesizing.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

- The noise level in the work environment is usually moderate.