



BRANDING AND TECHNOLOGY MANAGER JOB DESCRIPTION

The Association for Career and Technical Education of Arizona (ACTEAZ) is seeking a dynamic and innovative Branding and Technology Manager to join our dedicated team. This role is crucial in enhancing the association's visibility, ensuring our digital presence is impactful, and leveraging technology to support our purpose.

ACTEAZ believes that all Career and Technical Education (CTE) professionals are driven by a shared commitment to make a meaningful difference in the lives of students and the broader community. We are dedicated to supporting CTE professionals, ensuring they are united by a common purpose and equipped with the instructional skills necessary to fully prepare students for post-secondary credentials, workforce engagement, and economic independence.

The ideal candidate will be a creative thinker with strong technical skills and a passion for making a difference.

Key Responsibilities:

- Brand Creation – Develop and implement a comprehensive branding strategy and collateral to enhance the association's image and impact. Ensure consistent application of brand guidelines across all communications and materials.
- Digital Marketing – Manage and optimize the organization's digital marketing efforts, including website management, social media, email campaigns, and online advertising. Track and analyze performance metrics to inform strategies and improvements.
- Technology Integration – Identify and implement technology solutions to improve operational efficiency and support program delivery. Oversee the management of IT resources, including software, hardware, computer setup, and troubleshoot issues for all ACTEAZ staff.
- Email Management – Coordinate email with vendor on account creation, migration, backup, setup, and password resets.
- Content Creation – Create compelling content for various platforms, including websites, social media, newsletters, and promotional materials. Collaborate with staff and board members to produce engaging and impactful messaging. Coordinate with printer to ensure a professional product.
- Sponsor Engagement – Design collateral to support the recruitment of business and industry sponsors, including exhibitors, sponsors and industry partnerships.
- Presentation Creation – Collaboratively lead the design and creation of association slide decks and presentations.
- Website Management – Manage the continual appearance, functionality, and navigation of the ACTEAZ website to include telling the association story and dynamic content.

- Community Engagement – Build and maintain relationships with key stakeholders, including the board, affiliates, partners, sponsors, and the community. Utilize technology and branding strategies to enhance engagement and support.
- Project Management – Lead and manage branding and technology projects from conception to completion, ensuring timely delivery and alignment with organizational goals.
- Training and Support – Provide training and support to staff and volunteers on branding guidelines, digital tools, and technology best practices.

Preferred Qualifications:

- Education – Associates, or bachelor’s degree, or combination of training and experience in Marketing, Communications, Information Technology, or a related field.
- Work Experience – At least three years of experience in branding, digital marketing, or technology management, preferably within a non-profit sector.

Preferred Skills:

- Experience with Adobe Illustrator, Photoshop, In-Design, Premier or Equivalent software tools.
- Strong understanding of branding principles and digital marketing strategies.
- Proficiency in website management, social media platforms, email marketing tools, and content creation.
- Familiarity with technology solutions for non-profits, including CRM systems, project management tools, and conference apps.
- Excellent communication and interpersonal skills.
- Strong project management and organizational abilities.
- Creative thinking and problem-solving skills.
- Valid AZ driver’s license and willingness to regularly travel statewide.

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 50 pounds at times.
- Travel for meetings with stakeholders throughout Arizona
- ACTEAZ Offices are based in Glendale, Arizona.

Application Procedure: Submit applications to: stephenweltsch@acteaz.org
 Include: Letter of interest, resume, and two professional letters of reference

Other Notes:

- The position is open till filled
- Salary determined by experience
- Generous holiday package
- Progressive PTO plan
- Health stipend (no health benefit plan)
- ACTEAZ is not eligible for ASRS retirement