

A NEW POSITION AT ACCA: COMMUNICATIONS DIRECTOR

The Air Conditioning Contractors of America (ACCA) is a nationwide trade organization that represents the heating, ventilation, air conditioning, and refrigeration contracting industry. We are a trade (or B2B) association and most of our members own and operate small businesses.

ACCA is an association for which the words “growing and dynamic” are not a cliché or empty phrase; its membership has grown nearly 70% since 2002 while its revenues have more than doubled in the same time. (Yes, its growth has continued even throughout this fiscal year, even in the midst of a “recession.”)

ACCA serves more than 20,000 active corporate customers with a wide range of services in three primary business units: Membership; Education & Meetings; and Products & Publications. We also serve our industry through advocacy, standards development, and industry research.

ACCA's growth over the past few years can be attributed to a number of things:

- A lean staff structure of 20 creative professionals, led by an entrepreneurial CEO who values freedom and intelligent risk-taking at all levels of the organization.
- A laser-beam focus on the association's purpose, which is to help professional contractors run more profitable businesses, and to promote quality HVACR systems for maximum comfort and efficiency.
- A truly results-oriented culture and team environment that produces a continuous stream of innovative services and products that further our purpose and drive our growth.

ACCA is located in the Shirlington Village area of Arlington, convenient to 395 and with free parking available. ACCA offers a casual but professional office environment with competitive salary and benefits, including health insurance options, a generous retirement program, dental, flexible summer scheduling, and numerous other perks.

ACCA's Business Operations & Membership Division has announced the opening of a new position – **Communications Director**. It is a perfect opportunity for an individual with 3-7 years of experience working in the multifaceted communications environment of a trade association or similar organization, who is looking for a new role in which to shine and grow her or his career. This is a “hands-on” position that will report directly to the Division Vice President, with room for growth for the right individual. The full job description follows.

Send: cover letter with salary requirements, resume, writing samples (as many as you think you need to demonstrate your range), and any other supporting documentation, by email to Kevin.holland@acca.org. Do NOT send zip files; and sorry, but absolutely NO phone calls.

JOB DESCRIPTION: DIRECTOR, COMMUNICATIONS

Department/Division: Business Operations & Membership

Immediate Supervisor: Division Vice President, Business Operations & Membership

Summary of Duties: The Director of Communications shall oversee the association's ambitious communications program, developing content and supporting the vice president in developing and implementing communications strategies with a constant goal of expanding ACCA's influence and revenue. This is a “hands-on” position requiring the ability to write extensively and quickly, as well as a friendly personality and ability to think quickly and strategically.

Position Requirements:

- 3-7 years experience in communications and/or marketing, preferably in a trade association or B2B environment

- Extraordinary English writing ability, including familiarity and experience with several different formats, including: sales copy, feature articles, speeches, press releases, interviews, etc. Need to understand differences between print and web communications.
- Must be extremely proficient standard Microsoft Office software, and must be comfortable with use of databases. Must be very comfortable with Internet and related media. Experience with Adobe Dreamweaver is a huge plus!
- Requires good phone personality and professional demeanor; ability to speak intelligently and clearly with a wide variety of people across all levels of an organization.
- Ability to learn from subject matter experts on a wide variety of issues (technical, management, policy) and distill their knowledge into simple, clearly-written articles and features.
- Must be very organized and able to schedule deadlines, prioritize tasks, multitask, and assist the vice president in doing the same.

Specific Responsibilities include:

- Produce 8-12 new content pieces each month for use on website and in other ACCA publications, including feature articles, interviews, or other unique content types that take advantage of online capabilities
- Produce two newsletters each week (the *ACCA Exchanger*, focused on training and education programs, and *ACCA Insider*, the association's flagship e-newsletter)
- Coordinate with the division vice president and other association departments (R&D, government relations) to produce 1-3 press releases each week
- Serve as host/moderator for the association's online webinars, generally held 4-5 times a month
- Work with the external editor of the association's quarterly magazine, *Contractor Excellence*, to finalize article schedules, produce occasional copy as needed, and ensure a high-quality publication
- Work with director of federation relations to develop or repurpose content for affiliated chapters, such as brochures, flyers, newsletter articles, etc.
- Support the marketing department in producing high-quality copy for direct marketing, catalogs, and other uses, as needed
- Work with the division vice president and other senior staff in the development of new ideas and tools to continually expand ACCA's influence within the industry, and revenue for operations.
- As a key player in a small team environment, perform other duties as assigned – or, even when not assigned, help out the other team members when they need it!