

Digital Content Lead

Summary

The Digital Content Lead manages AST's digital platforms, including the website, social media, and digital communications. This role ensures effective content strategy, analytics tracking, and digital marketing in support of AST's programs and goals. The Lead collaborates with staff and vendors, stays current on best practices, and maintains brand consistency across all platforms.

The Association of Surgical Technologists is a national membership organization providing support and resources to more than 60,000 surgical technologists across the country.

Primary Responsibilities

Website Management

- Manage and update website content using existing CMS.
- Write, edit, proofread, and fact-check all digital content for accuracy and consistency.
- Create new website pages, update images, and improve site functionality to enhance user experience.
- Lead implementation of SEO strategies to increase site traffic and engagement.
- Monitor website analytics and recommend improvements based on data insights.
- Ensure website content aligns with AST's goals, brand, and communication standards.

Digital Communications

- Create and deliver internal and external communications, intranet content, videos, and presentations (monthly E-News, student news, educator news).
- Help maintain a content calendar for digital and internal communications.
- Measure the effectiveness of communications and adjust strategies as needed.

Digital Marketing

- Help develop and execute digital marketing campaigns to support AST's programs, events, and initiatives.
- Contribute to a digital marketing calendar to coordinate outreach and campaigns.

Social Media

- Develop and execute social media strategies to promote AST programming and events.
- Help plan and produce engaging video, photography, and graphic content.

Collaboration & Administration

- Work closely with the Communications Manager to fulfill internal and external communications requests.
- Uphold communications standards and enforce brand guidelines.
- Help manage relationships with external vendors as needed (web, video, photography).
- Other duties as assigned.

Qualifications

- BA in communications, marketing, or similar preferred
- Minimum 5+ years' experience in digital content, communications, or related field.
- Proven writing, editing, and communication skills.
- Experience with social media strategy, content creation, and campaign execution.
- Strong knowledge of web design, content production, and SEO best practices.
- Proficient with CMS, Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Canva, Constant Contact, Microsoft Outlook.
- Highly organized, collaborative, and able to manage multiple deadlines in a fast-paced environment.
- Self-starter with strong attention to detail and ability to work both independently and as part of a team.
- Capability to travel occasionally.
- Ability to represent AST professionally.

Preferred Qualifications

- Experience with LMS and CRM platforms.
- Video production/editing, photography, and graphic content experience.
- Previous association or non-profit work.

What we offer you

- \$65,000 annually – Final compensation will be determined by experience
- A close-knit office culture that cares about your well being
- Generous PTO and sick leave policy
- 10 paid holidays per year
- Employer-paid health, dental and vision insurance options
- Annual bonus eligibility
- SEP contribution after year 3
- Hybrid work schedule possible after probationary period – candidates must be able to report to the Littleton (80120) office weekly. *(Specific schedule to be determined with the Communications Manager.)*

- Professional development encouraged
- Growth opportunities available

How to Apply: Interested candidates are invited to submit their resume and cover letter. Cover letters and resumes are required to be considered for this position.

The Association of Surgical Technologists (AST) is dedicated to providing equal employment opportunities to all individuals based on job related qualifications and their ability to perform a job, without regard to age (over 40), sex (including pregnancy, married women and unmarried mothers), race, color, creed, veteran status, religion, disability, sexual orientation (including actual or perceived orientation), gender identity, gender expression, ancestry, marital status, national origin, citizenship, genetic characteristics, civil air patrol status, lawful activities during non-working hours, or any other protected class as defined by applicable federal, state, or local laws. It is our policy to maintain a non-discriminatory environment free from intimidation, harassment, or bias.

Our equal employment opportunity philosophy applies to all aspects of employment including recruiting, hiring, training, promotion, job benefits, pay, dismissal and social/recreational activities.