

# Academy of Model Aeronautics

5161 East Memorial Drive  
Muncie, Indiana 47302



<b>TITLE:</b>	<b><i>New Media Manager</i></b>
<b>CLASS:</b>	<ul style="list-style-type: none"> <li>• Reports to Director of Publications</li> </ul>
<b>SUMMARY:</b>	<ul style="list-style-type: none"> <li>• Plans, coordinates, and oversees successful development and updating of the department’s electronic media properties, to include: <i>Sport Aviator (SA)</i>, <i>Model Aviation (MA)</i> on-line, <i>MA</i> digital issue, <i>MA</i> Digital Archives, advertising on AMA Web sites, <i>Park Pilot</i> magazine portion of AMA Web site, and future mobile applications of publications. Works closely with all members of the Publications team and the New Media/Web Designer in Marketing. Supports the AMA Program of Work and the Mission and Vision of the Academy.</li> </ul>
<b>RESPONSIBILITY:</b>	<ul style="list-style-type: none"> <li>• Focus of the position is the creative development, implementation and management of the electronic media properties described above. Initial focus on <b>total redesigns</b> of existing properties and conceptual development of new ones. Ensure content is fresh, creative, and presented effectively while reflecting both the goals of the Academy (to include consistency of AMA branding) and the needs of the readers. Manage electronic publications so they become effective outreach and member recruitment resources for Membership and Marketing.</li> </ul>
<b>ESSENTIAL FUNCTIONS:</b>	<ul style="list-style-type: none"> <li>• Work with <i>Sport Aviator</i> Editor to redesign/update <i>SA</i> several times a week and flow new content to Social Media outlets and other appropriate electronic platforms. Work with Advertising Representative to update advertising on an as-needed basis. Provide weekly traffic reports with analysis, assessment and recommendations regarding changes and improvements to Web site. Manage Ad Google campaign.</li> <li>• Work with Publications staff to redesign/update <i>MA</i> on-line on a daily basis (weekends and holidays excluded). This will include developing and maintaining interactive components, community, blogs, a strong video presence, application for mobile devices, advertising opportunities, and links to social media. Extend the Academy’s flagship magazine brand into all new media outlets, so that <i>MA</i> can become a member recruitment vehicle. Provide weekly traffic reports with analysis, assessment and recommendations regarding changes and improvements to Web site.</li> <li>• Assist with launch and management of <i>MA</i> digital issue. Work with staff, magazine printer and Advertising Representative to create and update electronic version that compliments print magazine, maximizes advertising opportunities, improves the member value proposition and provides an eventual tool to attract new members.</li> <li>• Develop work plan to update the <i>Model Aviation</i> Digital Archives, and integrate it into current workflow. Oversee updating and maintain archives database.</li> <li>• Assist AMA Advertising representative with placement of advertising on the</li> </ul>

	<p>Academy's Web sites. Provide timely traffic reports and recommend placement changes based on traffic patterns.</p> <ul style="list-style-type: none"> <li>• Support <i>Park Pilot</i> magazine Web needs; work closely with <i>Park Pilot</i> editor to accomplish that end. Update <i>Park Pilot</i> magazine section of the Web site several times a week.</li> <li>• Coordinate with Marketing regarding the contributions from Publications to the AMA member electronic newsletter (new for 2010).</li> <li>• Design and implement push e-mails for Publications as necessary.</li> <li>• Develop, update and maintain on-line subscription forms for Academy publications, to include <i>Park Pilot</i> and <i>Model Aviation</i>.</li> <li>• Develop, update and maintain a subscription-based news feed for Academy Publications, to include <i>Model Aviation</i>, <i>Park Pilot</i>, <i>Sport Aviator</i>, and <i>AMA Insider</i>.</li> <li>• Work closely with IT resources to ensure a successful transition from the "front end" of Web-based, new media initiatives to the programming side. Must have the ability to converse in a technical manner with IT staff members <i>and</i> in laymen's terms with other staff members regarding new media projects. Must understand the relationship between on-line and print publications, and be able to ensure electronic media plays a prominent role in AMA's communications strategy.</li> <li>• Assist Director of Publications with developing an on-going multi-media strategy for the department; review and revise in preparation for drafting the Program of Work for the following year.</li> <li>• Must be capable of managing all phases of electronic media design, from concept to creation to implementation. Must have project management skills and be highly organized with the ability to multi-task to meet tight deadlines and schedules.</li> <li>• Requires a basic understanding of the publishing environment as it relates to electronic media; must stay current on new technology, trends and ideas.</li> <li>• Requires a basic understanding of the value of video in new media the role it can play in an organization's information distribution strategy.</li> <li>• Requires excellent interpersonal skills and the ability to clearly and persuasively communicate concepts and ideas. Must have strong verbal and visual communication skills.</li> <li>• <i>Must possess a strong desire to work as a part of a team.</i></li> </ul>
<p><b>CREDENTIALS AND EXPERIENCE:</b></p>	<ul style="list-style-type: none"> <li>• Education minimum: Bachelor's degree in Information Technology or related field. Journalism degree considered if "real world" experience in new media can be demonstrated. Master's degree in information or communications management preferred.</li> <li>• At least five years experience in new media and a publishing background</li> </ul>

(magazine or newspaper) preferred.

- Requires demonstrated experience with video and audio components for Web applications, from concept development to filming, to editing in final form and posting.
- Proven skills in writing and editing, design for the Web, color management and typography for new media.
- Requires mastery of HTML and HTML extensions, as well as working knowledge of FTP.
- Must have an understanding of software functionality as well as graphic design skills. Should possess training in computer graphics packages such as Dreamweaver, Photoshop, Adobe Illustrator and Paint Shop Pro as well as knowledge of Flash, XML-based Web applications and programming; other Web development languages and technologies as necessary. Should be comfortable working with a variety of operating systems such as Windows, Macintosh, and Unix.
- Work experience for a non-profit or within an association environment a plus.
- Experience in aeromodeling or an aviation background a plus.