



Communications & Community Engagement Associate

AAW is a nonprofit organization dedicated to advancing the art and craft of woodturning worldwide through education. With more than 12,000 members and 350 local chapters globally, AAW members include amateurs, hobbyists, professionals, gallery owners, collectors, and tool and equipment suppliers. Through the work of a dedicated team of staff and volunteers, we create opportunities for education, information, and organization to all who are interested in turning wood.

More information about our mission and work can be found at www.woodturner.org. The American Association of Woodturners is an equal opportunity employer and we welcome all to apply. We are committed to fostering a diverse, inclusive, and equitable working environment.

How to Apply: Email BOTH a resume and cover letter to hr@woodturner.org. We will reach out to you after September 15, 2026, if your application moves forward.

Job Summary: Reporting to the Executive Director, this full-time role as Communications & Community Engagement Associate strengthens brand awareness and program success by using performance metrics to optimize outreach and build community engagement. Community engagement is a core, ongoing responsibility of this role – the Communications & Community Engagement Associate is expected to build and sustain relationships not only with current members, but with former members (recruitment and conversion), and partner organizations (chapters, craft schools/organizations, galleries, suppliers). This important work ensures timely, relevant messaging aligned with organizational priorities through a comprehensive communications calendar and streamlined content and engagement planning.

Key Responsibilities

Create Effective and Coordinated Organizational Communications (20%)

- Work with the Executive Director to create and implement the comprehensive organizational communications and engagement calendar/schedule to ensure timely, and relevant communications across digital and print platforms (including *American Woodturner*, *Woodturning Fundamentals*, emails, social media and website) that reinforce key initiatives and organizational priorities.
- Collaborate across teams to streamline content planning and maximize the impact of AAW's outreach efforts. Ensure that communications foster trust and engagement among members, staff, board, and community stakeholders.
- This may include creating digital assets, updating brand templates, and design as needed.

Cultivate Community Engagement Across the Member Lifecycle and Partner Network (30%)

- Serve as a primary driver of community engagement implementation, building relationships and communication pathways with current members (retention, input, satisfaction), former members (re-engagement and win-back campaigns), prospective members (recruitment, input, conversion), and partner organizations (chapters, craft schools/organizations, tool/equipment suppliers, sponsors, galleries).
- Execute targeted outreach campaigns for each of these audiences delivering messaging across various channels to where each group is in their relationship with AAW.

- Build feedback loops (surveys, chapter check-ins, social listening) to understand why members lapse, what draws prospects in, and what partner organizations need from the relationship — and translate those insights into concrete communication and engagement tactics.
- Track engagement and conversion metrics across each audience segment (current, former, prospective, partner) and report on trends to inform strategy.
- This work may include partnership with an external marketing agency.

Enhance Member and Community Engagement through Digital Communications (30%)

- Deliver coordinated, compelling and timely digital communications, including weekly e-newsletters, single-topic updates, website updates, and social media engagement.
- Optimize AAW's use of Mail Chimp to create targeted, effective messaging for members, former members, and prospects.
- Engage and post for AAW's social media presence, crafting content that grows reach, fosters community engagement, and enhances brand awareness among the existing community and prospective audiences.
- Fulfill contracted advertising promises in digital communications.
- Monitor and report on key performance indicators, engagement trends and member feedback to refine digital communication strategies ensuring AAW's communications continue to resonate with and provide value to members.
- Execute the communications strategy for the annual AAW International Symposium, including development and deployment of integrated marketing campaigns (email, web, social, and partner channels) that drive awareness, registration, attendee engagement, and overall event success.

Lead AAW's Regional Event Strategy, Impact and Operations (10%)

- Manage the regional events calendar, define goals and expected outcomes for each event, tracking effectiveness and ensuring participation supports AAW goals.
- Collaborate with staff, board and volunteers to assign and prepare event representatives, determining the best fit for attendance based on goals, expertise, and availability.
- Serve as the primary contact for regional event leaders, maintaining strong relationships, facilitating partnered marketing strategy and boosting social media content when appropriate — with an eye toward using regional events as a touchpoint for former member re-engagement and prospective member recruitment.

Other Special Projects and Duties as assigned (10%)

- Provide Symposium in-person and virtual leadership and support as needed.
- Process membership renewals and updates, event registrations, and other functions.
- Design in-house or work with external designers to deliver compelling artwork/logos for events.
- Work with Executive Director on selecting and updating merchandise as needed.

Experience & Background:

- 2-5 years of experience in content planning, digital communications, and community engagement.



- Experience building or managing engagement strategies across a full audience lifecycle (active members, lapsed/former members, and prospects) is a plus.
- Proven ability to manage multiple projects, coordinate across teams, and meet deadlines.
- Curious, independent, driven to own their role with the potential for this position to grow and evolve.

Key Skills:

- Ability to create and maintain a coordinated communications calendar to ensure timely messaging across platforms.
- Strong writing, editing, and storytelling skills for newsletters, website content, and social media posts.
- Ability to run engagement campaigns tailored to distinct audiences – current members, former members, prospective members, and partner organizations.
- Ensuring brand consistency, fulfilling advertising commitments, and delivering polished communications.
- Experience in crafting engaging digital content that increases interaction and grows an online community rooted in handcraft.
- Ability to track and analyze engagement metrics, adjusting communication strategies based on performance data.
- Skilled in working across teams, including staff, board members, and volunteers.
- Relationship-building skills suited to nurturing long-term connections with partner organizations (chapters, sponsors, suppliers).

Technology Knowledge:

- Familiarity with Mail Chimp (or similar email platforms) for email campaigns and member engagement.
- Proficiency in platforms such as Facebook, Instagram, including content creation and engagement strategies.
- Experience with membership databases or association management software for segmenting audiences and targeting messaging, is a plus.
- Knowledge of Google Analytics, social media insights, and other tracking tools to measure performance.
- Basic skills in Canva or Adobe Creative Suite for creating visual content.

Wages, Benefits and Work location: \$50,000 to \$60,000 annual salary, dependent on experience and qualifications; Vacation and Sick policy, 12 paid holidays per year and 1 floating holiday per year, group health insurance with partial employer contribution, retirement with annual match after one year of employment.

This position can be fully remote outside the Twin Cities, MN area or hybrid if the candidate lives in the Twin Cities area. If fully remote, the position needs to travel to headquarters on a semi-annual to quarterly basis for staff team meetings. This position is also expected to travel to the annual in-person symposium held every summer (~5-9 days) and will share responsibility with the leadership team of



traveling to represent AAW at regional in-person weekend events (~quarterly). Some weekend hours required for implementing virtual programming (1-5 weekends/year).