

Digital Content Administrator

Reports to: Deputy Chief of Marketing and Strategic Communications

Function: Assist the Marketing and Strategic Communications team with various tasks associated with the Marketing Communications Plan, specifically related to managing digital content and functionality on various CAP digital platforms. This position would be an additional duty to the regular CAP duty assignment(s) of the member.

Responsibilities include:

- Working with the national marketing and communications staff on tracking key performance indicators.
- Making administrative updates, and create new web pages (and landing pages) under MAC's purview using CAP's approved content management system.
- Create digital content for use on CAP's digital platforms, i.e., web, social media, etc.
- Assist the MAC digital team on setup and ongoing updates to web activity reporting, including Google Analytics and other reporting available from other digital platforms used by CAP.
- Act as a resource for wing/unit PAOs and other volunteers to discuss and provide solutions for common questions or issues with CAP's content management system.

Qualifications for position:

- Experience in and knowledge of CAP and its missions.
- Experience with CAP's current web content management system required, or the ability to quickly learn the content management system.
- Cadets and Senior Members are eligible to apply.
- One year of staff experience at the Squadron, Group or Wing level preferred.
- Experience with Google Analytics reporting preferred.
- Experience with using other digital platforms, i.e., other SaaS-based platforms and/or third-party hosted sites preferred.