



## AASLD Position Description

**Position Title:** Manager, Digital Content

**Reports to:** Director, Digital Media

**Grade/Level:** Exempt

**Work Schedule:** Monday-Friday, 9AM – 5PM

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### General Description:

The Manager, Digital Content is responsible for the management and creation of content on AASLD's primary website and its related sites. This position will work with the Director, Digital Media to ensure AASLD's websites are up-to-date, provide solid user experiences and follow best practices.

### Primary Position Responsibilities

#### Website Management

- Participate in the planning and implementation of web content and design for AASLD.org and its subsites, including The Liver Meeting microsite and the AASLD Foundation website
- Establish, manage, and ensure adherence to website editorial calendar
- Serve as a consultant to staff for developing web content and strategies to support the organization's objectives
- Ensure adherence to all AASLD editorial, content, and advertising policies and procedures as well as brand guidelines and site governance
- Ensure publication workflow and processes are followed
- Suggest and manage requests for website enhancements, and work with technical and operational staff to implement, ensuring enhancements are customer-focused
- Review, edit, and write copy
- Maintain up-to-date knowledge of web development trends, tools, and technologies

#### Digital Analytics

- Work with Director, Digital Media to determine digital analytics strategy for organization – identify key goals and targets that will improve success of Marketing Communications efforts
- Use analytics to improve user experience for AASLD.org and all other subsites
- Work closely with Marketing Communications team and subject matter experts, uses analytics to help inform integrated Marketing Communications strategies; reports on success of tactics within campaigns to ensure positive ROI, real-time campaign modifications as well as future recommendations
- Coordinate meeting / campaign post-mortem analytics reports for internal stakeholders.

#### Social Media

- Maintain day-to-day operations for AASLD's primary social media channels: Twitter, Facebook, LinkedIn and Instagram via SproutSocial.
- Create social media friendly graphics as needed in Canva.
- Promote use of Social Media Essentials

- With Director, Digital Media, create video strategy [like Facebook Live] for AASLD web and social media properties.

**Content**

- Develop and manage a calendar of awareness campaigns [including Hepatitis Awareness Month, Women in Medicine Month] for web and social media. Ensure these efforts are made available to other AASLD communication channels [AASLD News].
- Content creation: Fellows Stories, Member Spotlights, Why I Use Social Media Q&As, and Researcher and Donor Profiles for the AASLD Foundation site. Tweetorials for social media.

**Skills Needed in Position**

- Bachelor's degree in computer science, web design, communications, English, business or related field, or equivalent experience
- 3-5 years of experience in the day-to-day operations of web properties and digital offerings
- Knowledge of web technologies, including HTML, CSS, and Content Management Systems is preferred. Experience with Drupal is helpful.
- Demonstrated ability to write for a professional audience; excellent grammar and spelling; excellent proofreading skills.
- Experience using digital marketing tools such as Google Analytics, Google AdWords, Google Display Network, Bing Ads, Facebook Ads, and/or other online advertising platforms is a plus.
- Organized and detail-oriented with the ability to handle multiple tasks, prioritize tasks, manage deadlines and work with autonomy.
- Experience in planning, developing and implementing web content including the ability to review, proof, edit and write copy for the web
- Knowledge of SEO and taxonomies
- Exceptional interpersonal skills and customer focus. Ability to effectively work with colleagues and stakeholders at all levels, outside vendors, etc.
- Limited travel
- Understanding of PhotoShop and Canva preferred
- Experience with SproutSocial & Symplur preferred

**Additional Responsibilities**

- Keep current with emerging digital media behavior, trends, and technologies
- Other duties as assigned

**Competencies**

Character Strength	Overcomes obstacles to getting the work done. Keeps promises and meets commitments. Demonstrates personal integrity in all interactions. Maintains confidences.
Composure	Uses techniques to manage stress so that it does not interfere with the accomplishments of the work. Maintains calm demeanor even during stressful periods. Demonstrates ability to accept criticism.
Emotional Maturity	Demonstrates ability to work effectively with others possessing less experience or technical expertise. Can accept decisions which go contrary to personal ideas and beliefs. Can accept compromise.
Interpersonal Skills	Demonstrates ability to get ideas across through clear and logical

communication. Demonstrates ability to lead meetings, speak in public, and prepare written correspondence.

Realistic

Recognizes the motivations and hidden agendas of others. Strives for win-win outcomes. Accurately relays progress, obstacles and opportunities.

Teamwork

Takes appropriate role in the team, leading or following. Accepts the decisions of the team.

Technical Skill

Applies education, training, and experience toward mastery of job requirements.

Verbal Ability

Communicates detailed or technical information clearly. Logically organizes ideas; gives open and honest feedback.

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements. **Duties and responsibilities may change or be expanded at any time to accommodate the needs of the Association.**

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