



POSITION DESCRIPTION

Position Title: Manager, Marketing

Department: Marketing & Communications

Reports To: Director, Membership & Marketing

Supervises: Non-applicable

FLSA Status: Non-Exempt

Effective Date: March 1, 2021

General Description:

Produces strategic marketing efforts for AASLD and the AASLD Foundation. Plays a key role on the Marketing and Communications team by managing marketing plans and tactics for assigned programs across both internal and external audiences. Helps identify opportunities to promote AASLD membership and assists in the execution of AASLD membership marketing campaigns. In coordination with the Director, Membership and Marketing, Snr. Manager, Events, and Snr. Manager, Brand Elevation, this position supports association-wide marketing efforts, leads the execution of all AASLD Foundation marketing tactics, and manages AASLD membership customer service.

Key Responsibilities:

Marketing:

- Uses innovative thinking and data analytics to identify opportunities to promote AASLD products and resources and to improve marketing ROI and conversion metrics.
- Develops and executes AASLD Foundation marketing campaigns.
- Creates marketing content for both AASLD and AASLD Foundation campaigns and marketing materials.
- Supports Snr. Manager, Events to execute marketing campaigns for AASLD conferences, webinars, and other activities.
- Supports Snr. Manager, Brand Elevation in booth development process and other brand development activities.
- Analyzes marketing campaign data and reports on campaign progress for active campaigns, identifying opportunities to optimize.
- Develops project plans, assembles cross-functional work teams, and coordinates execution of marketing plans.
- Creates various email lists for marketing campaigns and tailors content for targeted audiences.

Membership:

- Ensures a high level of customer service is provided to all AASLD members.
- Acts as main department contact for members and customers.
- Responds to emails and phone calls in a timely fashion including taking membership payments over the phone.
- Assists in annual dues renewal/processing/collection working closely with Manager, Membership to meet goals.
- Acts as main contact for journal publisher and processes monthly reports to be submitted for member mailing.
- Manages the invoicing process for membership.

Other duties as assigned.

Education and Experience

- Bachelor's degree in relevant area, or other related field equivalent work experience.
- The job requires 3-6 years of experience in a similar role.
- Requires knowledge of AASLD policies, and practices and procedures.

Skills Needed in Position

- Talented in message development and writing for multiple audiences.
- Strong eye for grammatical, spelling, and other editing errors.
- Project management experience and the ability to manage multiple workstreams in a deadline driven environment.



- Positive attitude and a team player.
- Experience with healthcare associations a plus.
- Proficiency in Microsoft Office Suite (Word, Excel, and Outlook), Adobe Acrobat, and web-based services
- Overall comfort and with technology: working in and learning different platforms
- Communication skills: Skill in clearly and effectively communicating ideas verbally and in writing, including the ability to edit the writing of others. Commitment to keeping stakeholders informed.
- Planning and organizing skills: Skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Customer service skills: Skill in providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Interpersonal skills and emotional intelligence: Skill in building and maintaining effective interpersonal and team relationships with a diverse network of colleagues inside and outside the organization, and with other relevant individuals with whom the organization works (members, the media, other organizations, funders etc.)

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 be changed or expanded at any time to accommodate the needs of the AASLD.