



POSITION DESCRIPTION

Position Title: Manager, Social Media, and Marketing

Department: Marketing & Communications

Reports To: Senior Manager, Brand Development

Supervises: Non-applicable

FLSA Status: Exempt

Effective Date: May 19, 2021

General Description:

Responsible for all social media related communication for AASLD and AASLD Foundation, including the development and management of a regular social media editorial calendar. Produces social media strategies to support AASLD and AASLD Foundation marketing campaigns. Plays a key role on the Marketing and Communications team by executing social media marketing plans and tactics tailored for key audiences and stakeholders. Helps identify opportunities to promote AASLD membership and assists in the execution of AASLD membership marketing campaigns through social media channels. In coordination with the Senior Manager, Brand Development, this position supports association-wide marketing efforts and brand elevation strategies.

Key Responsibilities:

- Advises on social media related tactics in MarCom campaigns and strategy development.
- Works closely with Marketing and Communications team to develop AASLD product and event content and ensures that it is disseminated appropriately across social media platforms.
- Works closely with the Senior Manager, Brand Development to maintain brand voice and standards in all social media content.
- Conceptualizes social media campaigns and develops strategies to support organizational initiatives, including brand elevation, audience growth and influencer/ambassador management, in coordination with the Senior Manager, Brand Development.
- Develops and execute paid media campaigns.
- Analyzes social media performance metrics and regularly provide findings and recommendations to the Marketing and Communications team.
- Stays up to date on all existing and emerging social media platforms and advises on social media development opportunities.
- Works closely with select AASLD leadership to manage their AASLD-related accounts.
- Manages and participates in all social media activities during AASLD events, including but not limited to The Liver Meeting® and Digestive Disease Week® (some travel may be required).

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 social media marketing, and communications, or public relations
- Professional association or non-profit space is a plus
- Requires knowledge of AASLD policies, practices, and procedures

Skills Needed in Position

- Excellent communication skills
- Background in paid media (proficiency in paid social media campaigns is a plus)
- Experience with Adobe InDesign, Illustrator, Photoshop and/or CANVA – must be comfortable creating visual content



- Excellent copy writing skills (previous experience in creative writing is a plus)
- Experience running multiple accounts across platforms
- Experience analyzing social media performance data
- Experience developing and executing social media campaigns
- Excellent organizational skills
- Excellent customer service skills (candidate must be comfortable engaging with followers)
- Must be proficient in managing Twitter, Facebook, LinkedIn, Instagram, and YouTube accounts, and knowledgeable about each platform's features and capabilities
- Proficient with Sprout Social
- Experience producing video content and managing live streams a plus

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 and AASLD Foundation.