



POSITION DESCRIPTION

Position Title: Manager, Marketing

Department: Marketing & Communications

Reports To: Director, Membership & Marketing

Supervises: Non-applicable

FLSA Status: Exempt

Effective Date: May 2022

General Description:

We are seeking a dynamic Manager of Marketing to work closely with our Director of Membership and Marketing and other team members to develop and execute integrated, multi-channel marketing plans, and provide marketing support for AASLD events, educational opportunities, and other special projects or initiatives. This position is responsible for ensuring message consistency and AASLD brand alignment across campaigns, develops and tracks marketing campaign budgets, and manages relationships with vendor partners, as needed.

Key Responsibilities:

- Primarily develops and executes marketing plans for select conferences and meetings. May support other marketing projects and initiatives, as needed.
- Manages promotional tactics including messaging, design, production, and distribution leveraging all appropriate traditional and innovative marketing channels: email and email automation, web, print collateral, social media, digital and print advertising, digital media, and event mobile applications.
- This position will work cross-functionally to promote AASLD events through press releases, media kits, exhibitor and sponsorship prospectus, and cross promotional opportunities.
- Help build member and customer personas and work closely with team to build value-driven messaging to support marketing campaigns and website content for events.
- Manage year-round web properties for select conferences and meetings, ensuring accurate and timely content is in place pre- and post- meeting and during the event.
- Manage and maintain vendor relationships (graphic designer, printer; etc.), as appropriate to responsibilities.
- Develops and supports audience segmentation strategies to utilize prospect lists and third-party lists effectively; research new markets and develops promotional tactics to target new audiences with appropriate messaging.
- Collaborates with internal team and external creative/graphic design partners to manage design assets in support of select marketing events, programs, and operational needs.
- Develop appropriate KPIs and establish regular cadence for analysis and reporting for marketing campaigns.



Education and Experience:

- Bachelor's degree in relevant area, or equivalent work experience. Professional certification in area of expertise (e.g., PCM, PMP, DCMP, CAE, etc.) is a plus.
- The job requires 3-5 years of experience in a similar role and subject matter expertise. Requires knowledge of key programmatic, operational, and financial issues and priorities.
- Experience working with associations or other types of nonprofit organizations is a plus.

The Successful Candidate Will:

- Organize, take initiative and be proactive, in a fast-paced environment.
- Be adept at using data to inform strategy and make recommendations.
- Exhibit a strong commitment to a collaborative work environment.
- Have strong proficiency in the use of marketing automation platforms, AMS, and CRM systems.
- Be a strategic thinker with excellent problem-solving skills and the ability to successfully execute tactical plans.
- Demonstrate competency exporting and analyzing lists, reports, and data from systems to optimize marketing campaigns.
- Possess strong experience creating and executing paid and organic social media campaigns on Facebook, LinkedIn, Twitter, and Instagram; etc.
- Be well versed and experienced in the use of standard digital marketing tools, Google Analytics, Google AdWords, Google Display Network, Bing Ads, Facebook Ads, and/or other online advertising platforms.
- Offer fluency with basic design programs, such as InDesign and/or Canva.
- Have demonstrated ability to write for a professional audience, with excellent grammar and spelling, great editing, and proofreading skills.
- Be a skilled communicator able to share ideas clearly and effectively (verbally and in writing).
- Demonstrate skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Treat colleagues, members and customers with respect and a high degree of professionalism and represent the association well during interactions with all constituencies.
- Manage and work with integrity, 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 (e.g., 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 AASLD and/or the AASLD Foundation.