



## POSITION DESCRIPTION

**Position Title:** Director, Marketing  
**Department:** Marketing & Communications  
**Reports To:** VP, Marketing & Communication  
**Supervises:** Sr. Marketing Manager, Social Media and Marketing Manager, Marketing Coordinator  
**FLSA Status:** Exempt  
**Effective Date:** March 29, 2023

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### **General Description:**

Responsible for developing the strategy, planning and organizing of marketing campaigns. Uses data analytics to inform strategic approaches and refine campaigns based on performance metrics. Oversees the implementation of marketing, branding and communication strategies, integrating them across AASLD. Manages and develops the Senior Marketing Manager, Social Median and Marketing Manager, and Marketing Coordinator.

### **Key Responsibilities**

#### **Leadership:**

- Collaborates with senior leaders to develop and execute marketing strategies that support AASLD's strategic objectives.
- Provides direct supervision to the Sr. Marketing Manager, Social Media and Marketing Manager, and Marketing Coordinator.
- Provides leadership and mentoring to all department staff.
- Evaluates performance and determines work assignments, methods and priorities in collaboration with the VP of Marketing and Communication.
- Provides regular updates and discusses strategic planning ideas and opportunities with the VP of Marketing and Communications to ensure alignment of association-wide business objectives and activities.

#### **Marketing:**

- Develops and executes marketing plans for conferences and meetings (including AASLD's flagship event, The Liver Meeting), AASLD programs, and Governance activities, working in close collaboration with AASLD staff teams.
- Develops strategic campaigns to support the Foundation and drive corporate support and sponsorships.
- Drafts marketing messaging and content for high profile events and campaigns.
- Maintains daily awareness of AASLD's activities and aligns marketing efforts to support them to ensure cross-department collaboration.
- Works cross-functionally with other team members to develop member/attendee personas, targets, and personalized engagement (based on behavior and member profiles), with the goal of building segmented, value-driven marketing campaigns.
- Performs research to identify potential for new and expanded target markets and audiences.



- Provides recommendations for marketing opportunities to the VP, Marketing and Communications.
- In collaboration with Digital staff, manages the year-round website updates for assigned events and ensures accurate, timely content is available on webpages (before, during, and after the events).
- Establishes goals and key performance metrics for campaigns.
- Creates, manages, and monitors budgets and forecasts for event marketing campaigns.
- Reviews campaign metrics and analytics to make improvements to campaign performance.

**Budget:**

- Develops department and campaign budgets.
- Develops annual meeting budget estimates and manages activities within budgeted resources.
- Manages the organization's resources within budget parameters.
- Manages vendors and contracts within budget parameters.

Other duties as assigned.

**Education and Experience**

- Requires a bachelor's degree. An advanced degree or certification is a plus.
- Requires 8-10 years of experience in a similar role, plus 3+ years management experience.

**Skills Needed in Position**

- Experience developing and executing event marketing strategies.
- Ability to manage multiple campaigns and analyze campaign data to optimize performance.
- Creative writer with a talent for content development.
- Extensive knowledge of association membership processes, databases, and systems.
- Healthcare association membership experience a plus.
- 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.
- Strategic thinking and problem-solving skills: skill in anticipating future consequences and trends, making decisions congruent with the organization's strategic direction, mission and goals, and developing new approaches to solve problems or improve processes.
- Planning and organizing skills: skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Supervisory/management skills: skill in setting clear performance objectives and directions; delegating appropriately; and providing clear, behaviorally specific performance feedback, effective coaching, and development opportunities.

*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 Foundation.*