



POSITION DESCRIPTION

Position Title: Manager, Communications
Reports To: Director, Communications
FLSA Status: Exempt

Department: People & Strategy
Supervises: Non-Applicable
Effective Date: April 2026

General Description:

The Communications Manager is responsible for owning and executing strategic communication initiatives that enhance AASLD and AASLD Foundation's communications efforts, ensuring brand cohesion and messaging alignment across all internal and external communications channels. Reporting to the Director, Communications this individual will support, oversee, and execute internal and external communications, media relations, content creation, and digital strategy to ensure consistent and effective messaging aligned with organizational goals.

Key Responsibilities:

Communication Planning:

- Support and implement comprehensive communication strategies to advance organizational goals and initiatives.

Content Development:

- Create, edit, and manage high-quality content for various channels including press releases, talking points, member communications, newsletters, speeches, reports, and digital platforms.
- Track timelines and help coordinate calendars for communication campaigns.
- Ensure all messaging reflects organizational voice, brand standards, and strategic priorities.

Media Relations:

- Build and maintain relationships with media outlets; manage press inquiries and proactively pitch stories to enhance visibility.
- Provide support for media events, press calls, and other association events and activations.
- Maintain communication calendars and ensure timely distribution of information.

Internal Communications:

- Support internal communication efforts to foster employee engagement and ensure alignment across departments.
- Review and edit materials across teams to ensure clarity and consistency.
- Provide general administrative support for department and committee management including scheduling conference calls, drafting agendas, minutes, maintaining computer and paper files, drafting letters, preparing broadcast emails, newsletters, and assisting with editing/proofing materials.

Digital & Social Media:

- Collaborate with marketing and other AASLD teams on drafting and review of content for AASLD social media content and monthly calendars.
- Manage and support digital communication strategies, including developing and coordinating website content, social media, and email marketing

Brand Management:

- Ensure consistency of messaging reflects organizational voice, brand standards, visual identity, and strategic priorities across all communication materials.

Crisis Communication:

- Support the development of rapid-response messaging during urgent or sensitive situations.
- Maintain templates, protocols, and communication trees for crisis scenarios.

Analytics & Reporting:

- Monitor and report on communication metrics to evaluate effectiveness and inform future strategies.
- Identify trends, gaps, and opportunities to strengthen communication effectiveness.

Other duties as assigned

Education and Experience:

- Bachelor's degree in business, Communications, Public Relations, Marketing, or other related field, and/or a combination of education and equivalent work experience.
- Minimum 5 years of direct experience writing, editing, or producing content for multiple channels including digital and print.
- Minimum 5 years working in a communication, public relations environment with proven experience managing multiple projects and design requests.

Skills Needed in Position:

- Exceptional writing skills and the ability to adapt the style, tone, and voice of programs for various types of content.
- Experience with media relations and public speaking.
- Strong project management, time management, and organizational skills
- Ability to take initiative allocating time and resources effectively while also being proactive in offering solutions, as necessary.
- Demonstrate skill in determining priorities, developing tactical plans to ensure the achievement of the tactical plan.
- Ability to remain organized and take initiative in a remote environment.
- Proficiency in digital communication tools and platforms (e.g., CMS, social media, email marketing).
- Familiarity with design tools (e.g., Adobe Creative Suite, Canva).
- Knowledge of SEO and analytics platforms (e.g., Google Analytics, Hootsuite).
- Proficiency in Microsoft Office Suite (Word, Excel, and Outlook), Adobe Acrobat, and web-based services
- Ability to tackle complex tasks independently with sound judgment, critical thinking, and emotional intelligence
- Strategic, analytical, and creative thinking skills, with the ability to use data to inform decisions
- Non-profit experience and scientific background are 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 the AASLD Foundation.