



AASLD Position Description

Position Title: Sr. Manager Marketing Communications (AASLD Foundation)

Reports to: Director, Marketing

Grade/Level: Exempt

Work Schedule: Monday-Friday 9am – 5pm

General Description:

The Sr. Manager, Marketing Communications is responsible for creating, implementing and evaluating a comprehensive, strategic marketing communications program to advance the Foundation's mission, vision, programs, products and strategic plan.

Primary Position Responsibilities:

Marcom Strategy and Project Management

- Creates, implements, monitors and reports on marketing and communications strategies to advance fundraising, awards/grants campaigns, and public awareness.
- Leads marketing and communication efforts that empower the Foundation to cultivate and enhance meaningful relationships with targeted audiences, including AASLD members, industry partners and grateful patients and families.
- Oversees the development of creative marketing collateral and assets that convey the Foundation's compelling mission, need for support, and stewardship of donor dollars through its awards and grants program. This includes hiring and managing a variety of vendors (e.g., graphic designers, agencies, printers, etc.) to ensure all projects are delivered on time, within budget and to the agreed upon scope of work.
- Responsible for leading and monitoring a project management process to ensure smooth implementation of marcom campaigns and requests.

Branding and Quality Control

- Owns branding and brand execution for the Foundation and its programs.
- Establishes and monitors visual, messaging and editorial guidelines – driving their implementation throughout the Foundation to maintain consistency and alignment.
- Reviews all marcom pieces to ensure consistency and adherence to brand, style and established visual standards.

Storytelling and Message Development

- Creates messaging and content strategies to ensure AASLD Foundation's story is delivered to audiences in a clear, targeted, concise and compelling manner.
- Writes and edits communications for a variety of marcom channels including AASLDfnd.org, AASLDNews, Foundation publications, social media, marketing collateral, fundraising appeals, email communications, etc.

Exhibits and Meetings Marketing

- Responsible for the planning and implementation of the Foundation's presence at The Liver Meeting®, including complete management of the Foundation's booth (i.e., working with staff to determine booth theme; working with vendors to select booth structure, determining design, and ensuring proper installation).

- Responsible for all Foundation marketing (e.g., collateral material development, signage, walk-in slides, giveaways, etc.) at The Liver Meeting®.
- Responsible for developing materials for meetings/exhibits where AASLD Foundation has a presence.

Organizational

- Prepares and manages the Foundation's annual marketing and communications budget and calendar.
- Prepares and disseminates weekly and monthly marcom reports.
- Participates in Foundation staff, committee and board of trustees' meetings as needed. Participates in AASLD marcom staff meetings.
- Any other duties assigned by the Director of Marketing or Sr. Director of Marketing Communications.

Education and Experience:

- Bachelor's degree communications, marketing or related field.
- 7 years of experience in marketing communications at a foundation, association, medical society or other nonprofit.

Minimum qualifications:

- Demonstrated ability to develop and implement marcom strategies with autonomy.
- Demonstrated understanding of the print production process and ability to manage print projects: schedule all steps from design concept to delivery; work with graphic designers and printers; understand and resolve common problems; make recommendations to staff.
- Demonstrated ability to execute email marketing campaigns (preferably via Informz or a similar email platform).
- Exceptional project, meeting and time management skills.
- Experience with organizational use of social media channels, including Facebook, Twitter and other new media.
- Ability to travel

Competencies:

Character Strength	Overcomes obstacles to getting the work done. Keeps promises and meets commitments. Demonstrates personal integrity in all interactions. Maintains confidences.
Composure	Uses techniques to manage stress so that it does not interfere with the accomplishments of the work. Maintains calm demeanor even during stressful periods. Demonstrates ability to accept criticism.
Emotional Maturity	Demonstrates ability to work effectively with others possessing less experience or technical expertise. Can accept decisions which go contrary to personal ideas and beliefs. Can accept compromise.
Interpersonal Skills	Demonstrates ability to get ideas across through clear and logical communication. Demonstrates ability to lead meetings, speak in public, and prepare written correspondence.
Realistic	Recognizes the motivations and hidden agendas of others. Strives for win-win outcomes. Accurately relays progress, obstacles and opportunities.
Teamwork	Takes appropriate role in the team, leading or following. Accepts the decisions of the team.

Technical Skill	Applies education, training, and experience toward mastery of job requirements.
Verbal Ability	Communicates detailed or technical information clearly. Logically organizes ideas; gives open and honest feedback.

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. This is not a contract. Duties and responsibilities may be changed or expanded at any time to accommodate the needs of the Association.