



POSITION DESCRIPTION

General Information	
Position title	Marketing and Communications Manager
Status	Exempt, Full-time
Reports to (title)	Director of Marketing and Communications
Department	Marketing and Communications
Date	March 1st, 2024

Primary Function
Develops, integrates, and implements a broad range of marketing, editorial, and writing strategies that promote FASEB and its publications, products, programs, and services.

Major Duties and Responsibilities		
Rank	Duty/Responsibility	Percentage of time
1	<p>Journals Marketing</p> <ul style="list-style-type: none">• Develop, create, and execute innovative multichannel marketing content and campaigns (including, but not limited to, digital marketing materials, promotions, email campaigns, e-newsletters, press releases, publicity, social media, lead-generation campaigns, and other online communications as needed) that help drive quality submissions and readership, as well as promote published research findings and FASEB journals to a broad global audience.• Analyze, track, and monitor marketing performance by campaign to assess marketing ROI. Routinely report performance metrics to stakeholders.• Establish collaborative relationships with the FASEB Publications team, journal editors, and external publishing partner to build new opportunities (including a Publications-specific social media strategy, videos, podcasts, blog posts, plain language synopses, and other approaches) and ensure maximum exposure for journal content and help drive manuscript submissions and published articles.• Support FASEB Publications program strategies approved by the Board of Directors, including the annual workplan and annual approved operating plan, and, as new products, programs, or services are developed, serve as the marketing launch lead.	75
2	<p>Additional Duties</p> <ul style="list-style-type: none">• Develop high-impact, persuasive marketing copy and effective calls to action in campaigns that support FASEB's products, programs, and services.• Oversee design concepts for marketing campaigns and ensure impact and desired results.	10



3	<ul style="list-style-type: none"> Review website content (on FASEB.org and external partner sites) on an ongoing basis and update content to ensure optimal quality, accuracy, and timeliness of content posting. 	5
4	<ul style="list-style-type: none"> Develop and/or support conference exhibit and sponsorship plans and ensure strongest possible exposure for FASEB products and programs, including driving registrations, visibility, author engagement, lead generation, and list build. Assist with shipping and lead retrieval at conferences; travel to and exhibit at meetings to promote FASEB products, programs, and services. 	5
5	<ul style="list-style-type: none"> Participate in planning meetings with both internal/external stakeholders and external vendors to develop short- and long-term plans for continued growth and development of FASEB products, programs, and services. 	5

Incumbent is expected to perform other duties as assigned by their immediate supervisor in support of the organization's goals and FASEB's needs.

Direct Reports			
Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Not Applicable			

Knowledge & Skills	Indicate the minimum education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the minimum proficiency required: A= Novice; B= Proficient; C=Expert	
	Check those which apply	Subject or major field of study	Skill (Specify equipment/system, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency
	<input type="checkbox"/>	High school	Experience developing and implementing marketing campaigns	C
	<input type="checkbox"/>	Prof/technical	Strong writing, editing, and proofreading skills, with ability to communicate product value persuasively	C
	X	Bachelor's Degree or equivalent combination of education and marketing experience	Interpersonal Skills and Customer Service	C
	X	Master's degree preferred	Ability to handle multiple projects, with high degree of independence, and meet deadlines	C
	X	Knowledge of nonprofit association operations	Exceptional attention to detail	C
	X	5 years' marketing and/or communications experience required	Proficiency in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)	C
	X	At least two years of science journalism or science communications experience, preferably with a focus on the life sciences required	Demonstrated ability to translate complex scientific content for diverse audiences	C



				Web content management, layout, and design	B
				Knowledge of Google Ads	B
				Knowledge of using social media to drive audience engagement	B

6. Key Decisions & Guidelines	Give two or three examples of decisions you make or actions you may take without prior approval.	<ul style="list-style-type: none"> Update FASEB's website content Draft digital marketing communications
	Give two or three examples of decisions you refer to a higher authority.	<ul style="list-style-type: none"> Negotiate expectations for contracted services Resolve conflicts with interdepartmental expectations
	Indicate any special policies, formal procedures, or precedents that guide your work.	<ul style="list-style-type: none"> Website, email, and social media governance documents Branding Style Guide

7. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	Director of Marketing and Communications	Marketing and Communications	Obtain, provide, or exchange information
	Department Directors	All	Obtain, provide, or exchange information
	Program Managers	All	Obtain, provide, or exchange information
	Vendor Account Reps	Various	Give direction or instruction
	Graphic Designers	Various	Give direction or instruction

Edit the following section as needed for your job:

8. Working Conditions	<p>This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows:</p> <ul style="list-style-type: none"> Occasionally requires lifting materials of approximately 20 lbs. Requires computer work involving extensive use of keyboard, mouse, and monitor.
	<p>Work Environment/Conditions:</p> <ul style="list-style-type: none"> Dayshift hours primarily Travel required Possible work-related assignments on weekends