

# AMERICAN ASSOCIATION OF ANATOMISTS

## Position Description

Position Title	Status	Reports to (Position)	Department	Date
Director, Communications and Marketing	Exempt	Executive Director	AAA	August 15, 2018

### PRIMARY FUNCTION

Plans, develops, manages and implements communications and marketing strategies that advance the mission of the organization as well as increase the visibility and significance of the science among members, the public, and press.

### MAJOR DUTIES AND RESPONSIBILITIES

- Manages internal and external communications of the Association
- Develops and manages communications and marketing budgets
- Drafts and develops marketing plans and collateral materials
- Develops and manages a monthly e-newsletter
- Develops and manages social media strategies
- Monitor and track trending anatomical science news topics to support ongoing media development efforts
- Develops strategies to improve AAA's website as an effective communications vehicle
- Manages general maintenance of the website (content creation, revisions, and updating) of anatomy.org and the *Anatomy Connected* online community
- Writes press releases, newsletter articles, and other promotional materials to promote the organization
- Establishes goals, metrics, and reporting for monitoring and measuring success of marketing and communications initiatives
- Supports the media relations and communications activities for the Association's annual meeting, including press releases, speech/script writing, onsite newspaper
- Coordinates media and marketing activities for the organization's journals with Journal Editors and the journal publisher
- Manages the Association's exhibit program when exhibiting at other organization's scientific meetings/events, including onsite representation at events
- Engage with association volunteer leadership and executive director on advancing the strategic plan goals/objectives
- Work collaboratively with other staff to ensure overall strategy for communications is effectively achieved

Positions may be reassigned and responsibilities may be modified or changed at any time to fulfill organizational requirements.

General Function	% Time Estimate
Newsletter/Communications	55%
Marketing	25%
Committees	5%
Awards	10%
Web	5%
	100%

REPORTING RELATIONSHIPS	Position Titles of Direct Reports	No. in Position	No. Supervised by Direct Reports
<u>Supervision Received:</u> <input type="checkbox"/> General Guidance <input checked="" type="checkbox"/> Managerial Direction <input type="checkbox"/> Direct Supervision <input type="checkbox"/> Immediate Supervision			

PRINCIPAL WORKING RELATIONSHIPS		
Internal: <u>Position</u>	<u>Department</u>	<u>Purpose</u>
Executive Director	AAA	Exchange of information
External: <u>Position</u>	<u>Organization</u>	<u>Purpose</u>

MINIMUM QUALIFICATIONS		<u>Skills</u>	<u>Level</u>
<u>Education Level</u>	<u>Subject/Major</u>	Oral Communication	Expert
Bachelor's Degree or equivalent combination of college courses and work experience.	Communications or related field	Verbal Communication	Expert
		English Grammar/Spelling	Expert
		Proofreading	Expert
		Attention to detail	Proficient
		Ability to meet deadlines	Proficient
<u>Experience</u>		MS Office Suite	Proficient
Six to eight years. Non-profit or association/membership experience preferred.		Interpersonal	Proficient