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Rockville, Maryland
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US

American Society for Biochemistry and Molecular Biology

Position Title: Web Content Manager

Reports to: Marketing Director

Status: Full-time, Exempt

Date: September 20th, 2018

Primary Function:

The American Society for Biochemistry and Molecular Biology (ASBMB) is seeking a Web content manager to take the society's Web initiatives to new levels. The scientists that ASBMB represents work on the cutting edge of the biosciences, and we want our Web presence to reflect an equal degree of sophistication and ingenuity. If you are a proven creative and technical professional, and are up to the challenge, we want to hear from you. The Web Content Manager will be responsible for maintaining and improving functionality, features and content within existing ASBMB websites. The successful candidate will monitor Web traffic and usage, implement new strategies to drive traffic and improve usability, and plan and oversee implementation of new content, pages, features and innovations.

Primary Duties:

- Maintain all asbmb.org websites, ensuring the most current information, imagery and literature is available.
- Writes website copy and reviews/edits/approves staff content submissions, ensuring a consistent, branded voice
- Develops, executes, tracks, enhances and assesses multimedia marketing campaigns
- Ensures website content and keywords enhance SEO and improves brand positioning, ultimately facilitating new and renewed memberships and increased customer transactions.
- In collaboration with the marketing team and department heads, enhance overall content strategy and mission-critical web-based marketing initiatives.
- Uses Google Analytics and other digital tracking tools to develop timely, actionable reports.
- Posts digital house ads across ASBMB sites. Ensures that all online ads are current.
- Look for new areas of opportunity through keyword analysis, ad copy, ad quality, ad click through rate, CPA optimization and landing page testing.
- Build, manage and optimize ad campaigns in Google Adwords, ad retargeting, LinkedIn, Facebook and Twitter.
- Serve as the web brand ambassador.
- Continuously assess trends in digital technology and adopt strategies that are in concert with the society's strategic plan.

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

Skills and Qualifications

- Bachelor's degree in relevant field required.
- Candidate must possess 3-5 years of related communications and/or marketing experience.
- Demonstrated project management experience.
- Experience working with a content management system (CMS). Experience with Kentico a plus.
- Basic knowledge of HTML/CSS.
- Excellent writing skills and experience writing content for the web
- Experience working with Google Analytics and Google ad campaigns.
- Exemplary organization and time management skills with the ability to handle several projects simultaneously.
- Ability to think creatively, as well as analytically.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of creative stakeholders.
- Willingness and enthusiasm to research, learn, and adopt new techniques and procedures for projects as they arise.
- Basic graphic design skills (Adobe Creative Suite a plus, i.e. PhotoShop, Adobe Illustrator, etc.).

For more information, please visit: www.asbmb.org

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