

POSITION DESCRIPTION

1. General Information

Position title	Digital Communications Manager
Primary Function	Exempt, 37.5 Hours
Reports to (title)	Marketing and Communications Director
Department	Marketing and Communications
Date	August 16, 2018

2. Primary Function

Have strong digital skills? Want to advocate for science? The Federation of American Societies for Experimental Biology (FASEB) is hiring a Digital Communications Manager at its Bethesda headquarters. This position is high impact and high visibility, and an opportunity to deploy your digital talents on behalf of thousands of scientists that FASEB represents.

Known as the policy voice for biological and biomedical sciences, the Federation's member are 30 scientific societies across a range of disciplines. FASEB also sponsors the Science Research Conferences (SRC) series and publishes The FASEB Journal.

You'll manage FASEB's social media presence and collaborate with the Marketing and Communications team on a range of digital projects. We seek a flexible multi-tasker with a "can do" attitude, along with strong interpersonal and client service skills. Portfolio includes:

- Social media strategy
- Integrated digital marketing and communications
- Web and email content development
- Graphic design
- Blogs and Google Analytics
- Writing and editing

3. Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Manage FASEB-wide social media presence, from strategy to daily maintenance (currently Twitter, Facebook, and LinkedIn). Develop metrics to quantify social media and SEM/SEO outcomes. Grow social media audiences, emphasizing community-building with FASEB member societies. Report and analyze social media statistics regularly.	35
2	In collaboration with Marketing Manager, develop and execute integrated digital marketing and communications campaigns for various FASEB programs and services, including Science Research Conference series, The FASEB Journal, FASEB BioAdvances, and for Society Management Services clients. Campaigns encompass full range of digital outputs, from email to web to social.	30

3	With a client service mindset, manage web content development and updates for various FASEB programs and services. Proactively identify appropriate content, including imagery, and advise internal clients on best practices.	20
4	Miscellaneous projects as assigned, including graphic design, writing and editing, Executive Office projects, exhibit booth staffing, etc.	15

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

4. Direct Reports

Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
N/A			

5. 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
		High school		Social media strategy and execution	C
		Prof/technical		Digital marketing and communications	C
		College courses		Web content development, including use of content management systems	C
	x	Bachelor's degree	Marketing, Digital Marketing or Communications, Communications, or scientific degree	Client service and interpersonal skills	C
		Master's degree		Writing and editing	C
	x	Other	4-6 years relevant experience. Demonstrated digital and social media expertise and experience. Experience in scientific societies, associations, or universities preferred	Graphic design experience (InDesign and Photoshop)	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"> • Social media editorial content and analytics reporting. • Digital marketing content.
	Give two or three examples of decisions you refer to a higher authority.	<ul style="list-style-type: none"> • Content decisions involving member societies or third parties. • Requests for publicity or information-sharing from third parties.
	Indicate any special policies, formal procedures, or precedents that guide your work.	<ul style="list-style-type: none"> • Best practices in social media and digital communications. • AP style.

7. Key Challenges	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	<ul style="list-style-type: none"> • Identifying appropriate social media content along with imagery is a constant challenge. Client service work, both internally and with member societies, can also be challenging.
	Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.	<ul style="list-style-type: none"> • Expanding and refining social media engagement is a key opportunity in this position. Digital marketing is another area for innovation.

8. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	Science policy and legislative staff	Office of Public Affairs	Range of digital content related to legislative initiatives and science policy issues.
	CEO	Executive Office	Occasional requests for graphics and collateral materials, usually for governance purposes.
	Society executives and Public Affairs staff	Member societies	Social media content across a range of issues.
	Marketing and communications colleagues	Member societies	Collegial, best-practice oriented interactions with MarCom colleagues, including at quarterly MarCom Lunch-n-Learns.
	Public	Various	Project a positive image of FASEB; responds in a timely manner to inquiries.

9. 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 <p>Travel and other work related assignments on weekends is possible.</p>