Director, Marketing and Communications

The American Association for Anatomy (AAA) is a small international membership organization, with 2,200 biomedical researchers and educators specializing in the structural foundation of health and disease. AAA connects gross anatomists, neuroscientists, developmental biologists, physical anthropologists, cell biologists, physical therapists, and others to advance anatomy through research, education, and professional development.

AAA is seeking an experienced marketing and communications professional to plan, develop, manage, and implement 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. This role also engages with association volunteer leadership and executive director on advancing the strategic plan goals/objectives. Some travel required.

Major Duties and Responsibilities:

Marketing
- Drafts and develops marketing plans and collateral materials
- Develops and manages social media strategies
- 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
- 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

Communications
- Manages internal and external communications of the Association
- Develops and manages communications and marketing budgets
- Develops and manages a weekly/monthly e-newsletter
- 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
- Supports the media relations and communications activities for the Association’s annual meeting, including press releases, speech/script writing
- Work collaboratively with other staff to ensure overall strategy for communications is effectively achieved

Skills and Qualifications:
The ideal candidate will have a welcoming demeanor, be collaborative, intellectually curious, detail-oriented, proactive, diligent, and flexible. Comfortable managing multiple deadlines and projects simultaneous while working in a small-staff environment which is unique. Other key qualifications include:

- Bachelor’s degree in Business, Marketing, Accounting, or a related field
- 6-8 years of experience in an association/nonprofit environment, preferred but not required
- Excellent oral and written communication skills including managing social media
- Proficient in Microsoft Office 365 (Outlook, Word, Excel, PowerPoint)
- Experience using association management systems (AMS) such as iMIS Cloud, highly desired
- Self-motivated with ability to work under pressure
- Professionalism in working with volunteers, executive director, and Board members
- Excellent oral and written communication skills including grammar, spelling, and proofreading

Benefits
This is a full-time, exempt position. This position has room for growth, given the organization’s new initiatives. Exceptional benefits including professional development opportunities, 403-B retirement, medical, dental and vision insurance, life insurance, short- and long-term disability, and free parking are offered. AAA is conveniently located in Rockville, Maryland, walking distance to Metro and on major bus lines.

AAA has an established telework policy and while staff is currently working remotely, when the office re-opens on-site work will be required.

For more information and to apply, visit http://www.faseb.org/employment. Please send a cover letter and salary requirements with your resume.

For information on the American Association for Anatomy (AAA), please visit this site: http://www.anatomy.org

AAA is an equal opportunity employer.