



THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

Position Title: Director of Marketing
Status: Full-time (37.5 hours/week), Exempt Status
Date: December 18th, 2023
Reports to: Chief Membership and Engagement Officer

The American Association of Immunologists (AAI) is seeking an accomplished association leader to fill the newly created role of Director of Marketing. AAI is at a pivotal juncture in its illustrious history, with a firm commitment from its leadership to deepen engagement with existing members and attract new ones. We aim to raise awareness among immunologists and scientists of the exceptional value provided by AAI's programs and services.

About AAI:

The American Association of Immunologists (AAI) is a scientific membership society representing researchers in the exciting field of immunology. AAI has a rich tradition of contributions to the field and support of its members. Since the global COVID-19 pandemic began, AAI has taken an increasing role in translating immunology for the public to enhance understanding of the central role immunology plays in health. As rapid advances in the field continue to generate new ways of diagnosing and treating a plethora of diseases, the foundational discoveries that AAI members make and publish lead to tomorrow's healthcare staples.

Reporting Structure:

The Director of Marketing will report directly to the Chief Membership & Engagement Officer (CMEO) and work collaboratively with various internal departments, AAI members, volunteer leaders, external stakeholders, and vendors. Exceptional communication skills and strong leadership capabilities are essential for success in this role.

Role Overview:

The Director of Marketing will manage the society's comprehensive marketing and branding strategy and will collaborate closely with AAI staff, designated committees, and other stakeholders to help drive due and non-dues revenue growth.

Key Duties and Responsibilities:

- Lead AAI's marketing efforts. Plan, implement, track, and analyze all marketing campaigns for membership recruitment and retention, publications, courses, annual conference, and other programs.
- Work with the Director of Membership to devise targeted marketing campaigns and outreach initiatives that drive member acquisition, engagement, and retention.
- Develop, maintain, and execute brand identity strategies to elevate awareness and understanding among internal and external audiences essential to AAI's reputation, community support, and participation.
- Manage the creative design and copy process for all marketing pieces and promotional materials.

- Measure program effectiveness and work with the Director of Communications to ensure that marketing and communications strategies are aligned and effective to support organization-wide strategic and business objectives.
- Provide strategic oversight for promotion and marketing across all association programs and services, optimizing utilization of multiple distribution and content channels (web, email, social, print, digital and print advertising, video, SEO, retargeting, other digital) to achieve AAI strategic and program objectives.
- Develop and maintain calendars, marketing plans, standard operating procedures, and best practices for all marketing programs.
- Analyze and interpret data to drive marketing programs.
- Collaborate with the Director of Membership to identify member/audience needs, including market segment assessments.
- Integrate marketing programs across all AAI product and service lines to achieve revenue goals while also meeting the needs of members and other stakeholder communities.
- Provide support for AAI committees relevant to areas of responsibility.
- Develop and maintain budgets for areas of responsibility, in conjunction with AAI's finance team.
- Under the direction of the CEO and CMEO, keep the AAI Council informed and updated on issues for which this position has oversight. Participate in Council meetings, including travel, as required.
- Manage or interface with external consultants and vendors as relevant and needed.

Qualifications and characteristics:

- Bachelor's degree in marketing or related field.
- Five or more years in a director or senior-level administrative management role.
- Experience in marketing to support membership growth and/or engagement strategies.
- Knowledge of digital marketing and communication products including content management and audience engagement through web sites, videos, and social media.
- Experience using market analysis and indicators to develop new products, programs, or services.
- Proven track record of creating and executing marketing strategies in support of an association's brand holistically and of individual programs and services.
- Deep commitment to DEAI, broadly defined, and a high degree of self-awareness and transparency.
- Outstanding interpersonal and communications skills, including both oral and written communications, and an engaging presentation style.

Location:

This position is located in Rockville, Maryland and within walking distance of the Metro and on major bus lines. AAI is currently on a hybrid work schedule, with most employees required to be in the office 1-2 days per week.

To Apply:

For a detailed job description and to apply, visit <http://www.faseb.org/employment>. Please send a cover letter with salary requirements and resume.

If you need an accommodation to complete the application process, please contact FASEB Human Resources Department at resumes@faseb.org

Benefits:

This is a full-time, exempt position. AAI offers a competitive salary with exceptional benefits that include a 403(b)-retirement plan; paid time off; medical, dental and vision insurance plans; flexible

spending account; life and short- and long-term disability insurance.

To learn more about AAI, please visit www.aai.org

AAI is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.