



Position Title: Senior Communications Manager
Reports to: Executive Director
Department: Communications
Status: Full-Time (37.5 hours/week), Exempt
Location: Remote or Pittsburgh, Pennsylvania; or Rockville, Maryland
Date: November 29, 2022

The Genetics Society of America (GSA) is the professional membership organization for scientific researchers and educators in the field of genetics. Our members work to advance knowledge in the basic mechanisms of inheritance, from the molecular to the population level.

GSA is seeking a Senior Communications Manager to enhance GSA's ability to fulfill its mission by developing and implementing communications and outreach strategies that help GSA engage with members, related organizations, its scientific communities, and the public.

Major Duties and Responsibilities:

- Works with Executive Director, department heads, and others to design marketing and communication strategies that establish and promote the GSA's voice and brand.
- Creates strategy for, coordinates and implements production and maintenance of all external GSA communications, including emails, website content, conference programs, brochures, blog posts, social media, press releases, advertising, and other materials and initiatives.
- Oversees and takes part in implementing marketing and communication plans from start to finish for GSA conferences, professional development programs, online events, and other Society activities.
- Oversees and advises Communications Specialists as well as part-time contractors and interns engaged in Communications tasks: writers, designers, copy editors, printers, mail services, temporary workers.
- Provides writing and editing support for GSA staff and leadership as needed.
- Independently plans, researches, and writes copy that is creative, well organized, concise, stylistically appropriate to the audience, channel, and purpose, and conforming to style rules.
- Edits and/or approves external GSA communications.

- Establishes and reports metrics to monitor success of all communications initiatives.
- Assesses effectiveness of campaigns/projects. Solicits feedback from the Executive Director and stakeholders and identifies areas for improvement. Incorporates improvements into future communications projects.
- Drives the creation of quality content in a variety of engaging formats (e.g., articles, videos, blogs, infographics, email communications, etc.).
- Prepares reports on Communication activities for members of the Board of Directors.
- Oversees and maintains communications documentation, including GSA board reports, style guides, and website manuals.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change with or without notice.

Skills and Qualifications:

- Bachelor's Degree in Communications, English, Journalism, Science Writing, or Biological Sciences required. Master's in a related field is strongly preferred.
- Seven years' experience of organizational communication and project management, with a track record of impactful projects and increasing responsibility.
- Non-profit, scholarly society, and/or experience in science or academic environments is preferred but not required.
- Ability to strategize and analyze the effectiveness of strategies, and to adapt as necessary
- Ability to interpret data and use it to inform content production and marketing plans
- Ability to identify new communications initiatives
- Demonstrated understanding of and success with using social media (Twitter, Instagram, LinkedIn) and other communication platforms for maximum impact
- Ability to establish and maintain effective working relationships with colleagues
- Must be capable of multitasking, prioritizing, managing time efficiently, and meeting deadlines
- Experience managing multiple projects simultaneously
- Ability to distill, organize, and clearly state complex ideas and concepts
- Facility for effective, positive team building and collaboration
- Strong verbal and written communications skills
- Strong aesthetic sense
- Expert knowledge with CRM software (Active Campaign or similar)
- Expert knowledge with Content Management Systems (WordPress or similar)
- Knowledge of Google Workspace, MS Office Suite
- Supervisory experience

Benefits:

This is a full-time, exempt position. GSA offers excellent benefits including, annual and sick leave, nine paid holidays, plus two additional paid floating holidays, employer-sponsored 403-B retirement plan with 10% contribution, medical, dental, and vision insurance, life, and AD&D insurance, short- and long-term disability, flexible work environment (hybrid in-person/remote); and reimbursement for ongoing professional development.

Location:

Remote or Pittsburgh, Pennsylvania; or Rockville, Maryland

To Apply:

At GSA, we believe a diversity of ideas fosters innovation and engagement and allows us to attract the best people for our team. All qualified individuals are encouraged to apply.

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

If you need assistance or a reasonable accommodation during the application process, please contact FASEB/GSA's Human Resources at resumes@faseb.org

For information on the Genetics Society of America (GSA), please visit this site: <https://genetics-gsa.org/about-gsa/>

GSA 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.