



Position Title: Marketing and Communications Manager
Status: Full-time (37.5 hours/week), Exempt status
Reports to: Executive Director
Date: January 10, 2023

The American Association for Anatomy (AAA) is a small international membership organization, with 2,500 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 Manager** to create, implement and manage 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. Key skills include content development, planning, use of data analytics and reporting. The Manager will also provide direct marketing and sales support for sponsorship and all digital assets.

Duties and Responsibilities:

Marketing

- Creates and manages strategic marketing and communication plans
- Creates 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

- Content development, managing internal and external communications of the Association
- Develops and manages communications and marketing budgets to achieve revenue goals
- Develops and manages a weekly/monthly e-newsletter
- Monitors 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
- Works collaboratively with other staff to ensure overall strategy for communications is effectively achieved
- Occasional speech writing

Required 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 simultaneously while working in a small-staff environment which is unique, this individual must be strategic, hyper organized and data driven. Other key qualifications include:

- 4-6 years of experience in an association/nonprofit environment, preferred but not required
- Bachelor's degree in marketing, communications, or related field
- Excellent oral and written communication and copywriting skills
- Excellent project management skills
- Expert organizational and time-management capabilities
- Ability to deliver creative content (text, graphics, and video)
- Solid knowledge of social media channels
- Hands-on experience with content management
- 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; results and deadline driven
- Experience developing revenue through omnichannel digital marketing assets
- Professionalism in working with volunteers, co-workers, and Board members
- Vendor and intern management experience
- Knowledge of SEO, keyword research and Google Analytics
- Ability to problem-solve
- Strong customer service skills
- Commitment to continuous improvement
- A team player with leadership skills and professional drive

Benefits

This is a full-time, exempt position. This position has room for growth, given the organization's new initiatives. Excellent 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.

Location

AAA is conveniently located in Rockville, Maryland, in walking distance to Metro and on major bus lines.

AAA has an established hybrid work policy and staff works onsite in Rockville, two days a week. This is subject to change at any time.

To Apply

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

To learn more about AAA, please visit www.anatomy.org

AAA 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.