



The American Society for Pharmacology and Experimental Therapeutics

Position Title: Director of Marketing and Communications
Status: Full-time (37.5 hours/week), Exempt status
Date: April 2025
Reports to: Chief Program Officer

The American Society for Pharmacology and Experimental Therapeutics (ASPET) seeks an experienced professional to serve as their Director of Marketing and Communications.

ASPET is a 4,000-member scientific society whose members conduct basic and clinical pharmacological research and work in academia, government, industry, and non-profit organizations. ASPET members conduct research leading to the development of new medicines and therapeutic agents to fight existing and emerging diseases.

ASPET's mission is to be the professional home for educators, students, researchers, healthcare practitioners, and others working to advance pharmacological sciences and increase the impact and influence of this scientific discipline. ASPET is looking for a Director of Marketing and Communications to serve as a key member of the senior staff management team.

Primary Function: Plans, develops and manage the society's entire marketing, branding, and communications strategy to advance the mission of the organization as well as increase the visibility and significance of pharmacology among members and the public.

Major Duties and Responsibilities:

Marketing and Communications

- Plan, implement, track, and analyze all MarComm campaigns for membership recruitment and retention, five journals, product sales, annual conference promotion, career center, awards, and other Society programs
- Oversee, develop, and implement all website, social media, and other MarComm strategies, including direct mail, email, and publications
- Inform and lead the Public Relations (PR) efforts for the Society as it relates to the business need and strategic goals of the organization
- Maintain consistent Society brand messaging across all media and platforms to maximize presence
- Lead the development, creative design, copy process, and execution for all marketing pieces and promotional materials
- Develop marketing budget necessary to achieve the strategic objectives of the Society
- Create and maintain MarComm calendars, marketing plans, standard operating procedures, and best practices for all marketing programs

- Oversee content and production of *The Pharmacologist*, the Society's monthly electronic magazine
- Oversee and collaborate with internal team on the annual review and update of the *Explore Pharmacology* booklet
- Lead the media and promotional activities at the Society's annual meeting
- Assist the divisions and regional chapter affiliates to promote their activities
- Work closely with marketing team to analyze and interpret data to drive marketing programs
- Work collaboratively with internal staff and external stakeholders to build relationships that ensure overall objectives for MarComm are effectively achieved
- Cultivate and manage relationships with third-party vendors

Business Development

- Collaborate with internal team members to identify other scientific meetings or events with high yielding ROI that can enhance membership, journal submissions, and society visibility.
- Monitor and analyze marketing performance, identify trends, and make data-driven decisions about new and existing programs or products
- Identify new revenue streams and collaborate with members, committees, and other departments to initiate new programs and ensure the success of existing programs
- Conduct market research through surveys and propose plans to address the results of market research
- Other duties as assigned

Leadership and Management

- Supervise, mentor, and manage the marketing and communications department
- Participate in all senior management activities including conducting interviews, developing performance reviews, updating employee handbooks and guidelines, and coaching staff
- Engage with volunteer leadership, Executive Officer, and Chief Program Officer on advancing the strategic plan goals/objectives
- Present regular department reports to the Council

Skills and Qualifications:

- Must have deep understanding of marketing principles, strategies, best practices and the ability to analyze data and other pertinent information
- Must have strong leadership skills
- Must have strong interpersonal skills, written and verbal communication skills, organization skills, attention to detail, and proof-reading and editing skills
- Must have the ability to problem-solve, think creatively and strategically, meet deadlines, budgets, and prioritize multiple tasks and projects
- Must have the ability to interact professionally and collaboratively on a team
- Must have ability to work effectively with volunteer leadership and staff to accomplish strategic objectives, resolve problems, and make decisions that enhance organizational effectiveness
- Must be flexible and highly adaptable to take on new or changing priorities
- Proficient with Adobe Creative suite, MS Office suite, and other computer skills
- Knowledge of web content management systems (Sitefinity or equivalent CMS) preferred
- Some travel is required

Education and Experience:

- 10+ years of progressive experience working in marketing and communications, preferably in an association or nonprofit organization

- Bachelor's degree, preferably in marketing, communications, business, or science; master's in business, marketing, or communications a plus
- Supervisory experience required

Benefits

This position 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. ASPET is a hybrid working environment requiring one (1) day in the office and four (4) days of telecommuting.

Location

This position is located in Rockville, Maryland and is walking distance to a Metro station and is on a major bus route.

To Apply:

To apply, visit <http://www.faseb.org/employment>. Please send a cover letter, resume, and salary requirements.

To learn more about ASPET, please visit www.aspet.org

ASPET 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.