



THE AMERICAN ASSOCIATION OF IMMUNOLOGISTS

Position Title: Content Manager (CM)
Status: Full-time (37.5 hours/week), Exempt Status
Date: January 14th, 2022
Reports to: Director of Communications
Department: Office of Communications

The American Association of Immunologists (AAI), founded in 1913, is an international professional association representing basic and clinical researchers. AAI is dedicated to advancing the field of immunology and fostering opportunities and challenges for researchers at every career stage. Its members work together to address common interests and push forward the boundaries of science.

The Content Manager (CM) in the Office of Communications will report to the Director of Communications (DC) and work with CEO and AAI staff to solicit, develop or write, review, and edit material to produce AAI publications with compelling content, consistent high quality, and timely release.

General Duties

- Providing editorial oversight and copyediting of AAI materials (print and digital) to ensure adherence to professional standards of grammar and style
- Assuring effectiveness and aesthetic appeal of all material – print and digital – including design, photos, artwork, and message. Experience with Photoshop and Lightroom a plus.
- Researching, writing, or soliciting, and editing all content
- Possessing the ability to evaluate complex information and communicating it effectively and efficiently
- Possessing the ability to multitask with a strong eye for detail, and setting and maintaining timelines and schedules
- Working with staff to identify, propose, and develop innovative ways of engaging scientists, including but not limited to members.

Editorial

CM will be responsible for issues of the *AAI Newsletter* including articles and ads, brochures for other programs, text for website pages and postings, email messages, social media, and other promotional materials needed for marketing. Responsibilities include:

- Developing informative and compelling content for the bimonthly *AAI Newsletter* including writing articles and/or identifying contributing authors
- Assisting with the *AAI Newsletter* production (i.e., layout, QC, print runs, etc.)
- Working with the DC to establish and maintain production schedules for each issue of the newsletter and other materials

- In collaboration with stakeholders, developing messaging to promote AAI member benefits, annual meeting activities (abstracts, exhibits, and sponsorship), awards, courses, and other programs.
- Managing the production of printed materials provided to attendees at AAI annual meetings and courses (printed program, course books, other collateral, etc.)
- Assisting with oversight of timeliness and integrity of website postings
- Working with AAI staff and contractors to enhance aesthetic appeal of all material – print and digital – including design, photos, artwork, and message
- Evaluating complex information and communicating it effectively and efficiently
- Multitasking with a strong eye for detail, and setting and maintaining timelines and schedules
- Working with staff to identify, propose, and develop innovative means of engaging scientists including, but not limited to, members.
- Working with DC to establish and maintain production schedules for each issue
- Creating, in collaboration with the stakeholders of each activity, marketing materials for promotion of attendance, sponsorships, and exhibits for AAI annual meetings, summer courses, and other activities
- Managing the production of printed materials provided to attendees at AAI annual meetings and courses (printed program, course books, other collateral, etc.)
- Assisting with oversight of timeliness and integrity of website postings

Social Media

- Creating and posting content on all social media platforms including AAI Facebook, Twitter, LinkedIn, and other platforms; knowledge of HootSuite or similar platforms desired
- Working on the development and management of social media campaigns
- Working closely with Webmaster to review website content for updates, corrections, and needs

Media Relations

- Assisting the DC with aspects of public relations and public-facing efforts for AAI as requested
- Featuring AAI members for newsworthy accomplishments (currently “Members in the News”)
- Collaborating with AAI scientific publications (*The Journal of Immunology* and *ImmunoHorizons*) to feature member authors for newsworthy research advances

Administrative

- Assisting DC with RFPs for and selection of contractors including but not limited to designers, graphic artists, social media experts, printers, copy editors, freelancers, mail houses, etc.
- Assisting DC and Office of Finance in development of annual departmental budgets and staff-time allocation reports
- Assisting in development of reports to CEO and, when requested, to the AAI Council on Office of Communications activities
- Preparing correspondence for signature of CEO
- Maintaining archives of materials produced

- Carrying out performance monitoring and obtaining usage reports as needed

Other Duties as Assigned

Positions may be reassigned, and responsibilities may be modified, added to, or changed at any time to fulfill organizational requirements.

Requirements

- Bachelor's degree in journalism or related subject
- A minimum of 5 years of professional experience developing content, as well as writing and editing communications and promotional materials
- Writing skills and experience (beyond scientific grants or technical manuscript preparation)
- Experience with management of contractors and contracted work
- Ability to produce professional publications and written promotional materials independently
- Experience with direct project management and promotion of programs
- Knowledge of and experience with *Chicago Manual of Style* or a similar style guide
- Creative and communicative individual able to encourage and work with others.

Application Process

Qualified candidates must submit a cover letter with resume and salary requirements, and a portfolio of publications, original content, and other marketing/promotional materials (links acceptable) to FASEB Human Resources at resumes@faseb.org or visit the FASEB employment website to apply. To view a detailed job description, go to www.faseb.org/employment.

Please visit www.aai.org to learn more about AAI.

Benefits

AAI offers exceptional benefits including: a 403(b)-retirement plan; annual and sick leave; medical, dental, and vision insurance; a flexible spending account; life insurance; short- and long-term disability insurance; and free parking or public transportation assistance.

Location

AAI executive headquarters are located in Rockville, Maryland. Office has free parking, is in walking distance to the Twinbrook Metro, and is on major bus lines. AAI staff is currently working remotely but when the office reopens, on-site work will be required. To work in person, employees must provide proof of being fully vaccinated against COVID-19 (per CDC Guidelines) and agree to other recommended public health measures such as wearing appropriate masks.

Individuals with Disabilities

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