Position Title: Senior Manager of Scientific Programs and Marketing
Reports to: Director of Meetings
Status: Full-time (37.5 hours/week), Exempt status
Date: January 28, 2022

The American Society for Investigative Pathology (ASIP), a non-profit scientific organization with a mission is to promote the discovery, advancement, and dissemination of basic and translational knowledge in experimental pathology and related disciplines. This shall be achieved by fostering investigation into the pathogenesis, classification, diagnosis, and manifestations of disease through meetings, publications, and educational activities.

ASIP is seeking a Senior Manager of Scientific Programs and Marketing. The Senior Manager of Scientific Programs and Marketing is a combined position that is focused on (i) coordination/management of ASIP programs, activities, and events, and (ii) coordination/management of ASIP marketing efforts encompassing ASIP programs, publications, activities, and events. The coordination/management of ASIP scientific programs, activities, and events will require interaction with other ASIP staff, ASIP members/volunteers, and in some cases with outside consultants/vendors. The coordination/management of ASIP marketing will require interaction with other ASIP staff and outside vendors. The anticipated split of responsibilities is 50% for each major task, but this may change depending upon time of year and Society needs.

Responsibilities:

The Senior Manager of Scientific Programs and Marketing will report directly to the Executive Officer.

- Coordinate efforts among ASIP staff, members/volunteers, and in some cases outside consultants/vendors related to scientific programs, publications, activities, and events.
- Work with the Director of Meetings, Membership, and Education, the Director of Scientific Publications, and the Director of Scientific Outreach.
- Volunteer/member interactions may be with individual members or withstanding committees, including the Education Committee, the Committee for Career Development, among others.
• Coordinate programs with other scientific partners, including other scientific Societies.
• Market plans will encompass all major Society programs, publications, activities, and events, as well as work towards cultivation of partnerships with outside groups that might fund or sponsor ASIP programs, activities, and events.

Managing Scientific Programs and Activities
The major goal/objective is to provide clear communications between participating individuals, with timely notifications and follow-up, to ensure that opportunities to attend and/or participate in scientific programs, activities, and events are delivered to the membership effectively and in a timely fashion. The Senior Manager of Scientific Programs and Marketing will oversee the following existing ASIP programs in conjunction with other ASIP staff, as well as new programs that are developed over time:
• Summer Research Opportunity in Pathology Program (SROPP) – summer undergraduate research
• Mentoring Programs – PathForward and PathFinders
• Young Investigator Keynote Seminar Series – monthly virtual trainee seminar
• Scientific Interest Group (SIG) Virtual Events – meet-the-expert and similar sessions
• Webinars – COVID19-related and others
• Virtual Workshops – biostatistics, grant writing, disruptive technologies, and similar
• ASIP Leadership Academy – events planned for once or twice per year
• AJP Featured Author Journal Club – monthly journal club

Managing Marketing Efforts
The major goals/objectives are to develop tactical and strategic marketing plans encompassing all Society programs, publications, activities, and events, and to develop appropriate marketing tools to support these plans. Marketing and outreach will be accomplished through various communication channels:
• Direct email outreach (to members and non-members)
• Twitter
• Facebook
• Instagram
• LinkedIn
• Traditional print advertising (in the ASIP journals and perhaps others)
• Feathr
• Pathways Online Newsletter
• ASIP Websites
• Others that may be deemed necessary

Skills and Qualifications:
• Bachelor’s degree in Marketing.
• 3 -5 years of experience in marketing.
• Display creativity, take initiative, and work independently
• Excellent communication skills
• Ability to work within teams
• Proficiently with advanced marketing tools
• Project management experience is required
• Reference letters from prior employers or supervisors that emphasize accuracy, dependability, creativity, initiative, independence, and overall effectiveness will be required.

Other Details
• This is position allows for 2-3 fixed days of telecommuting each week
• A private office at the ASIP office (in Rockville MD) and necessary computer equipment will be provided
• Available for face-to-face meetings at the ASIP Office (when necessary) but will have the opportunity to utilize a hybrid schedule with fixed days of the week for telecommuting
• Will be expected to participate in virtual meetings with various working groups within the Society on a weekly and monthly basis

Benefits
ASIP offers exceptional benefits including: 403(b) retirement, vacation, and sick time, medical, dental and vision insurance, flexible spending account, life insurance, short- and long-term disability, and free parking.

Location
This position is located in Rockville, Maryland, and in walking distance to Metro and on major bus lines. **Members of the ASIP staff are currently working remotely, when the office re-opens, on-site work will be required.**

Application Process
Qualified candidates must submit a cover letter with resume and salary requirements to FASEB/ASIP Human Resources at resumes@faseb.org or visit www.faseb.org/employment to apply and to view a detailed job description.

To learn more about ASIP, please visit: **www.asip.org.**

**Individuals with disabilities:**
If you need an accommodation to complete the application process, please contact FASEB/ASIP’s Human Resources Department at resumes@faseb.org.

ASIP 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.