

The AMERICAN ASSOCIATION of
IMMUNOLOGISTS



Job Description: Senior Writer/Editor

Status: Exempt

Reports to: Director of Communications

Date: February 24th, 2017

Primary Function: The Senior Writer/Editor is responsible for content for print, web, and email, and any other materials needed for communications and marketing; providing editorial and copyediting oversight to ensure consistent quality and professional standards of grammar and style; working with AAI staff and contractors to enhance aesthetic appeal and effectiveness of all materials – print and digital; and engaging in monitoring and building activity for AAI on social media. The Senior Writer/Editor shall also research and write, or solicit and edit, original content. They must have the ability to evaluate complex information and communicate it efficiently and effectively. The position requires an ability to multitask, a strong eye for detail, and the ability to set timelines and stay on schedule. They must be a confident, communicative individual able to encourage and work with others.

Major Duties and Responsibilities:

- Manage the development of a bimonthly magazine including setting editorial schedules, layout, and ad placement; selecting photos and graphics; providing edited content - original articles well as those written by others. Incumbent will also work with designers and ad reps. Supervise the production and distribution of the approved magazine for release (print and electronic) by working with printers and mail houses. (40% of time)
- Create and edit promotional materials for all AAI programs including the annual meetings, courses, and fellowship programs. Materials will be in print and/or online. May be involved in development of promotional campaigns. (35% of time)
- Assist with oversight of the editorial process for determining appropriate content and timing of posting on social media sites (FB, Twitter) for all programs and issues of interest. (10% of time)
- In cooperation with the Director and key staff, Senior Writer/Editor will set production schedules for all materials (print and online). Manager will track the progress and ensure adherence to the schedule from all parties involved in order to assure a timely delivery of the product. (10% of time)
- Assists Director in seeking appropriate vendors, issuing RFPs, and determining the most competitive bid. (3% of time)
- Prepares correspondence for signature of Executive Director. (2% of time)
- Other duties as assigned

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

PRINCIPAL WORKING RELATIONSHIPS:

Internal: <u>Position</u>	<u>Department</u>	<u>Purpose</u>
Communications Director	Communications	Direction on production of Newsletter and all promotional materials
Web designer/developer	Communications	Coordination of web content
Production Assistant	Communications	Coordination of email alerts, newsletter production
Director of Finance	Finance	Budget development/expense monitoring

External: <u>Position</u>	<u>Organization</u>	<u>Purpose</u>
Graphic Designers	All vendor relationships	Coordinate and finalize the production of materials
Printers and mail houses		
Ad representative		
Photographers		
Contract copy editors		

Education Level: BA/BS minimally; MS or MFA a plus

Experience:

Must have a minimum of 7 years of experience writing, editing and producing a professional publication and written promotional materials. Direct project management and marketing experience required. Must have knowledge of and experience with Chicago Manual of Style or a similar style guide. Professional writing skills an absolute requirement. Must provide a portfolio of publications, original content, and other marketing/promotional materials. Knowledge of graphic design required.

Digital photography and editing, a plus
Knowledge of web design, a plus

Skill Requirements:

Verbal, writing and design skills	Expert
Desktop software experience (e.g.) InDesign, Illustrator, Acrobat	Highly proficient
Social media skills (FB, Twitter)	Highly proficient
Photo editing software (Photoshop)	Proficient