

POSITION DESCRIPTION

1. General Information

Position title	Communications Manager
Status	Exempt, 37.5 Hours
Reports to (title)	Director of Communications
Department	Office of Public Affairs (OPA)
Date	06/08/2017

2. Primary Function

Manages deadline-driven communications initiatives to develop and disseminate products to communicate with FASEB Society members, advocacy/corporate partners, the media and the public.

3. Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Works with the Director of Communications on the design, implementation, and maintenance of a comprehensive public relations program for the Office of Public Affairs. Defines objectives, identifies audiences, and relevant messaging. Manages numerous concurrent projects, and recognizes that all projects are deadline-driven.	20
2	Writes, edits, produces and/or coordinates content for media use including press releases, talking points/key messages, blog posts, video and/or visual media. Uses storytelling and new content strategies to bring technical messages to life. Provides copy editing, proof reading and graphic design for OPA products.	20
3	Develops marketing products and advocacy materials for website, print media and internal/external electronic media in collaboration with OPA, Marketing, IT, and Executive Office staff. Builds brand loyalty by forging connections between key stakeholders, association members and the public.	15
4	Implements OPA media relations program, responds to reporters, maintains on-line press room and press clippings, manages press contacts list, and organizes media events. Supports other program-related communications of OPA.	10
5	Manages OPA social media/networking programs, including maintaining and updating Twitter, Facebook, and similar applications. Develops metrics to quantify social media and SEM/SEO outcomes. Grows social media audience and analyzes and reports social media statistics regularly.	25
6	Maintains accurate and timely content on OPA website and Washington Update site. Investigates specific performance measures, new technology and content management systems and makes recommendations for new platforms, metrics and systems to monitor and reports on the success of communications outcomes.	10

Incumbent is expected to perform other duties as assigned by their immediate supervisor in support of the organization's goals and FASEB's needs.



4. Direct Reports

Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt

5. Knowledge & Skills	Indicate the minimum education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the minimum proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply	Subject or major field of study	Skill (Specify equipment/system, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency	
	<input type="checkbox"/>	High school		Oral and Written Communication	C
	<input type="checkbox"/>	Prof/technical		Interpersonal Skills	C
	<input type="checkbox"/>	College courses		Ability to Meet Deadlines	C
	x	Bachelor's degree	Journalism, Public Relations, English, Marketing, Communications, or Science	Databases	C
	<input type="checkbox"/>	Master's degree		Attention to Detail	C
	x	Other	4-6 years related experience. Demonstrated expertise and experience in web and social media applications. Experience in non-profit advocacy, scientific or research organizations preferred.	Web Design/Maintenance	C
	<input type="checkbox"/>			Marketing	C
	<input type="checkbox"/>			English Grammar	C
<input type="checkbox"/>			Proofreading/Editing	C	
<input type="checkbox"/>			Digital & Social Media	B	
<input type="checkbox"/>			MS Office Suite	B	
<input type="checkbox"/>					
<input type="checkbox"/>					



6. Key Decisions & Guidelines	Give two or three examples of decisions you make or actions you may take without prior approval.	The Manager makes decisions about social media editorial content and analytics reporting. The Manager also makes recommendations on ways to optimize web content.
	Give two or three examples of decisions you refer to a higher authority.	The Manager works with the director of communications and legislative affairs staff to develop public advocacy campaigns and outreach. Before adopting new technology, the Manager works with the director of communications and marketing staff to help demonstrate that the new service offers benefits for FASEB.
	Indicate any special policies, formal procedures, or precedents that guide your work.	Editorial process: before posting content on the website or sending OPA newsletter, OPA, science policy staff and/or the director of communications edits the copy to ensure that it is accurate and free of errors.

7. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	Science policy and legislative staff	OPA	Develops reports and web content.
	Marketing staff	Publications	Coordinates outreach online.
	Society Executives and Public Affairs staff	Member societies	Develops and markets advocacy materials.
	Reporters	Major media outlets	Promotes coverage of FASEB.
	Vendors	Various	Identifies, selects, and purchases software applications.
	Public	Various	Projects a positive image of FASEB; responds in a timely manner to inquiries. Communicates openly and effectively.

Edit the following section as needed for your job:

8. Working Conditions	This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows: <ul style="list-style-type: none"> Occasionally requires lifting materials of approximately 20 lbs. Requires computer work involving extensive use of keyboard, mouse and monitor.
	Work Environment/Conditions: <ul style="list-style-type: none"> Dayshift hours primarily Travel and other work related assignments on weekends is possible.