



THE AMERICAN ASSOCIATION OF
IMMUNOLOGISTS

Job Description: Director of Communications

Status: Exempt; reports to the Executive Director

Date: August 11, 2017

Primary Function

- Responsible for management and fulfillment of department's responsibilities of representing AAI to members, the lay public, and media through the creation of informative and compelling editorial content of AAI educational and marketing materials
- Provides oversight to ensure consistent quality and timeliness of AAI materials in print and online
- Position requires outstanding writing and editing skills

General

- Oversees the development of informative and compelling editorial content for all media
- Provides final editorial oversight of AAI materials to ensure consistent quality and adherence to standard style
- Provides oversight of artistic development and functionality of AAI print pieces, publications, digital publications, and material for web sites. Guides creative and artistic process with staff and contractors
- Works with senior staff to identify, propose, and develop innovative means of engaging members and also for representing AAI beyond the membership
- Works with Executive Director on major gifts and sponsorships/corporate communications
- Works with Executive Director on correspondence

Editorial

- Manages the writing and editing of materials to report and promote all AAI programs and activities: articles, brochures, text for web site pages and postings, e-mail messages, and other promotional materials
- Manages all aspects of the AAI Newsletter development and production. Works with Communications staff to establish production schedules for each issue, track progress of each element throughout production process and layout.
- Assigns articles and oversees substantive editing/rewriting, proofing, and copyediting
- Oversees the creation of marketing materials for solicitation, promotion, and sponsorships for all AAI programs and activities
- Directs the creation and manages the production of materials provided to attendees at the AAI annual meeting (e.g., scientific program and abstracts)
- Creates/develops style guides as needed

Social Media

- Manages administration of AAI social media
- Works with Web Developer to assess site needs

Media Relations

- Will develop a program of media relations for AAI
- Will create, develop, implement, and maintain a media program that will feature AAI members, the research conducted by them, and other notable accomplishments
- Will develop a program to feature newsworthy research published in AAI journals to the popular press and the scientific community at large

Administrative

- Conducts competitive searches for contractors: designers, printers, copy editors, mail houses
- Develops and administers marketing/communications plans, and timelines to support AAI meetings, courses, and services
- Establishes Communications department budget and monitors in collaboration with the Director of Finance
- Reports to AAI Council on activities of the department
- Prepares correspondence for the Executive Director
- Maintains archives of materials produced by the department
- Supervisors staff in the Communications Office

Other duties as assigned

Education Level:

Minimum: BA/BS. Preferred: MA, MS or MFA.

Experience: Must have a minimum of 7 years of experience writing, editing and producing a professional publication, and writing promotional materials. Must have 5 or more years as a director or in a senior administrative level of management Must have significant staff management and decision-making experience. Experience with successful media relations program required. Must have knowledge of and experience with *Chicago Manual of Style*, or a similar style guide. Professional writing and editing skills an absolute requirement. Must provide a portfolio of publications, original content, and marketing/promotional materials.

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

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