



The American Society for Pharmacology and Experimental Therapeutics

Position Title: Marketing and Communications Manager

Status: Exempt, 37.5 Hours

Date: April 23, 2018

Reports to: Director of Marketing

Primary Function: Develops, supports, and maintains the Society's communications efforts, including but not limited to, social media, quarterly magazine, email newsletter, email marketing, and online community to build awareness and engagement for ASPET with key constituents.

Duties and Responsibilities:

Social Media:

- Develops and implements social media goals and plans, working with marketing team and ASPET strategic plans.
- Manage and maintain ASPET's social media platforms such as Facebook, Twitter, LinkedIn, Blogs, YouTube, and Wikipedia, and educates ASPET management on effective social media usage.
- Plans and implements social media campaigns to increase member involvement and market ASPET's activities in coordination with the marketing team.
- Creates and seeks out new and creative social media content.
- Manages social media calendar and plans.
- Copyedits and proofreads social media content.
- Tracks, analyzes and reports on social media metrics on a monthly and annual basis.
- Sets up Google alerts and browses for web articles to re-post on social media.
- Monitors new/changing social media platforms and technology and establishes an ASPET presence on other social media sites, as needed.

Quarterly Magazine:

- Markets *The Pharmacologist*, working closely with the Director of Marketing, improve visibility, and increase readership.
- Coordinates production of the quarterly magazine, *The Pharmacologist*.
- Works closely with *The Pharmacologist* production team to develop and write content, edits and proofreads articles, reports, publications, advertising, and other materials for content clarity, accuracy, consistency of message, presentation, and style.
- Maintains production calendars and ensures that production is kept on a tight schedule.
- Collects graphics and permissions for feature articles and other content.
- Works closely with graphic design vendor to ensure proper layout and quality of publication and coordinates all communications with graphic designer.
- Creates e-flip version of *The Pharmacologist*.
- Maintains official archive of *The Pharmacologist*.

- Creates email blasts for *The Pharmacologist* issue announcement to members.
- Creates marketing ads, social media posts, and web content for each issue of *The Pharmacologist*.

NewsBrief Email Newsletter:

- Manages the monthly email newsletter, *ASPET NewsBrief*, including production of each issue, to assist member's education and knowledge.
- Creates and implements production timelines.
- Coordinates with key staff members to collect content and ensure that copy is accurate.
- Writes, edits, and proofs copy, articles, associated web pages and other materials for content clarity, accuracy, consistency of message, presentation, and style.
- Designs and lays out the email newsletter using an email template to deliver a quality e-newsletter to members.
- Regularly reviews the NewsBrief production process, content, design, and layout and makes suggestions for improvement.
- Tracks and analyzes open rates and e-newsletter metrics, and provides monthly reports.

Email Marketing:

- Works with Director of Marketing, other key staff members, and society leaders to create and design emails related to all society activities and programs.
- Maintains internal communications calendar.
- Tracks and analyzes open rates and other email metrics to inform more effective marketing.
- Strategizes with Marketing team on email marketing campaigns and testing.

Online Community:

- Works closely with Director of Marketing in planning for and implementing an online community engagement platform.
- Supports all online community efforts, including but not limited to, research, training, testing, and community management.

Other Marketing:

- Works with Director of Marketing to implement marketing campaigns for all society programs and initiatives.
- Contributes and assists with the coordination of the overall marketing and communications plan, including working with all ASPET staff to communicate activities and opportunities to members and stakeholders.
- Maintains image and photography library for marketing and communications use for web and print.
- Participates in marketing team meetings to discuss, strategize and create marketing communications plans and improvements.

- Assists Webmaster with web updates, content creation, and copyediting.
- Assists with the creation of ads, flyers, brochures, and other marketing collateral.
- Travels to Annual Meeting and other meetings as needed to market society activities.
- Assists Director of Marketing with exhibits, packing, and other booth activities.
- Assists Director of Marketing and/or advertising agency with advertising sales and sponsorships
- Other duties as assigned.

Skills and Qualifications:

- 5+ years of progressive experience in marketing and communications. Experience developing, managing, and implementing effective online and electronic marketing communications, preferably in the non-profit sector and/or a medical/scientific association.
- College courses with relevant work experience required. Bachelor's degree in a related marketing or communications field preferred.
- Expert knowledge of Facebook, LinkedIn, Twitter and other forms of social media, including Facebook Insights, Hootsuite, and other analytical tools.
- Expert knowledge in managing the production of newsletters/magazines.
- Knowledge in online communities, such as Higher Logic
- Proficiency with InDesign, Photoshop, and MS Office suite.
- Must be initiative driven and able to seek out new content, strategies, and projects to enhance the overall brand and marketing objectives of the organization.
- Must have the initiative to prioritize, manage, and coordinate many assignments with tight timelines and budgets.
- Must have written and oral communication, proof-reading, and editing skills. Must have strong attention to detail.
- Must have the ability to create content for social media, and to think creatively and strategically.
- Must have the ability to communicate with staff, vendors, and members.
- Must have excellent organization and project management skills.
- Must be able to work as part of a team.
- Experience with Sitefinity or other Content Management Systems a plus.
- Non-profit experience is a plus.
- Scientific background is a plus.
- Some travel will be required.

**Please note that the ASPET office is currently located at 9650 Rockville Pike but will be moving to 1801 Rockville Pike in July 2018 (near Twinbrook metro station)*