



POSITION DESCRIPTION

Position title	Chief Engagement Officer
General description	The chief engagement officer is responsible for developing a world-class member engagement program and team that will define and promote the APS brand, enhance positive awareness of the discipline of physiology, grow the organization's membership and revenues, and create powerful and compelling meetings experiences. The position oversees the marketing, communications, meetings, and membership departments.
Reports to (title)	Executive Director
Division	Marketing & Member Engagement
Date	October 18th, 2018
Status	Exempt

Major Duties and Responsibilities

	Duty/Responsibility
	Develop and implement an integrated, strategic marketing-communications plan and ROI model to advance APS brand awareness and reputation; expand awareness of its programs and priorities; and increase the visibility of its offerings across key stakeholder audiences.
	Create a communications/public relations strategy that allows APS member and staff leaders to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including key media, influencers, members, partners, and funders.
	Identify opportunities, challenges and emerging issues facing the Society and the discipline of physiology.
	Work with the ED, staff, and members to identify internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
	Develop and implement a dynamic and compelling brand messaging and graphic identity strategy that positions APS as an innovative leader in the field.
	Serve as a partner and resource to the publications, development, meetings, and education departments, providing marketing and communications support as needed.
	Build the APS brand to drive awareness and reputation so APS is seen as a leader within the biological science community and among scientific societies generally.
	Pioneer and implement measurable strategies that will drive hard revenue goals and increase awareness.
	Oversee the development and execution of a plan to significantly grow APS membership over the next five to seven years.
	Oversee the development of new member services and engagement strategies.
	Establish a best-in-class web presence that drives organizational impact, membership and volunteer engagement, and supports aggressive membership and awareness growth goals.
	Evaluate and enhance the Society's Search Engine Optimization to own key search terms and drive member prospects and potential partners to the site.
	Unify APS' social media strategy and channels and create a high impact social media presence that empowers stakeholders to spread the APS brand and mission virally.
	Serve as a member of the senior management team, actively collaborating to shape the overall strategy and direction of the organization.



Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Director of Marketing	1		2
Director of Communications	1	1	2
Director of Membership	1	2	2

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)	Minimum Proficiency
	High school		Demonstrated experience and leadership in managing an integrated marketing/strategic communications function	C
	Prof/technical		Excellent and persuasive communicator	C
	College courses		Deep understanding of building long-term member engagement strategies	C
X	Bachelor's degree	in business, marketing, communications or related field.	Creative and thoughtful on how new media technologies can be utilized. Innovative thinker, with a track record for translating strategic thinking into action plans and output.	C
X	Master's degree	in business, marketing, communications or related field preferred	Experience in building, mentoring, and coaching a team of communications and development specialists.	C
X	10+ years related experience	in a senior marketing, communications, or membership management position	Excellent judgment and creative problem-solving skills, including negotiation and conflict resolution skills.	C
			Superior management skills; ability to influence and engage direct and indirect reports and peers. Stature, gravitas, and confidence to gain the credibility and respect of our volunteer leadership at the highest levels.	C
			Self-reliant, excellent problem solver, results oriented.	C
			Understanding of the stakeholder pathway and motivators from awareness to intent to action to adoption for each audience segment	C
			Energetic, flexible, collaborative, and proactive. A model leader who contributes positively to the overall culture of the organization.	C
			Exceptional written, oral, interpersonal, and presentation skills	C

Working Conditions	This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows	
		<ul style="list-style-type: none"> Requires lifting materials of approximately 20 lbs. Often requires computer responsibility which involves 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. 	