



Association for Molecular Pathology
Providing global expertise in molecular testing that drives patient care
6120 Executive Blvd., Suite 700, Rockville, MD 20852
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Job Title: Director of Marketing and Communications

Status: Full-time (37.5 hours/week), Exempt

Date: July 30th, 2024

Reports to: Chief Executive Officer

Salary Range: \$125,000 to \$140,000 per year

Location: Rockville, Maryland. Work is primarily performed in the AMP office. Telecommuting up to 3 days a week may be granted after an onboarding/transition period but is not guaranteed.

Overview: This position aims to elevate and extend AMP's marketing and communications efforts for our rapidly expanding membership, education, practice guidelines, and advocacy activities. The AMP Director of Marketing and Communications will oversee and execute the promotion and branding of the organization; develop strategies associated with overall AMP awareness, promotion, and communications; and drive growth in both membership and event success. AMP fosters a collegial team environment, with highly self-motivated and enthusiastic staff. This is an ideal opportunity for an individual who thrives on the pursuit of growth and data-driven decision-making.

Key Responsibilities:

Marketing:

- Develop and execute comprehensive marketing plans and promotional activities for all AMP programs including but not limited to the AMP Annual Meeting & Expo, membership, educational events (both in-person and online), clinical practice improvement initiatives, and public policy and advocacy.
- Plan and execute the promotion of AMP educational partnerships and grant-funded initiatives.
- Work closely with our professional conference organizer and in-house meetings team on the growth of our International Meetings Program, currently including the AMP Europe and AMP Global meeting series.
- Establish and oversee best practices in digital marketing, including SEO, PPC, email marketing, and metrics analysis.
- Ensure excellent service delivery to other AMP departments within budget and on schedule.
- Enhance and protect the AMP brand, ensuring consistent and accurate execution of the AMP image and messaging across all collateral.
- Oversee the creation and editing of content for HTML messaging, advertisements, the annual report, and other marketing materials.
- Lead research, analytics, and reporting on membership and event data to inform strategic decisions.
- Oversee the sales and execution of AMP's Digital Advertising Products line including promotional emails, website retargeting, and other digital advertising products.

Communications:

- Direct and execute year-round media relations initiatives, including rapid response and planned news releases, spokesperson training, and managing an onsite newsroom at the annual meeting.
- Effectively manage media relations contractors.
- Lead and implement digital communication strategies and initiatives, including social media campaigns and activities.
- Develop and enforce a social media policy, working closely with other departments to support their use of social media tools and platforms.
- Collaborate with communications staff from AMP's journal and partner organizations to promote joint practice guidelines and AMP manuscripts.
- Manage the AMP website, microsites, and AMP Newsletter, ensuring content is user-focused and adheres to best practices.
- Oversee general member communications, such as promotional messages to member listservs.

Leadership & Management:

- Collaborate with the Chief Executive Officer to prioritize initiatives to achieve AMP's strategic objectives.
- Stay informed on relevant trends and advances, bringing insights and strategies to advance AMP's marketing, communications, and brand positioning.
- Lead and mentor relevant staff to ensure professional growth and high-level performance.
- Continuously improve department practices with innovative approaches.
- Manage department business functions, including revenue and expenses, budget, and structure.
- Keep the Chief Executive Officer and relevant staff apprised of project statuses and needs.

Skills Required:

- Proven leadership and team management skills.
- Excellent track record in collection, analysis, and presentation of data for strategic decision making.
- Strong focus on excellence; competitive externally, collaborative internally.
- Effective problem-solving and decision-making abilities.
- Capability to manage multiple complex projects simultaneously in a fast-paced environment.
- Adaptability and flexibility in prioritizing and managing new or changing priorities.
- Creativity and persistence in achieving goals with limited resources.
- Excellent organizational, judgment, decision-making, and time management skills.
- Superior oral and written communication skills, particularly for web and social media.
- Strong interpersonal skills, able to relate to diverse individuals.
- Ability to establish and maintain positive working relationships internally and externally.
- Competence in managing outside vendors, contractors, and consultants.
- Proficiency in MS Office and analytics tools.
- Proficiency in HTML email production (current platform: iContact)
- Proficiency in currently used software infrastructure preferred (Adobe Creative Suite, Hootsuite, Canva, Fonteva, Cadmium, iContact, Feathr, Higher Logic)

Education and Experience:

- Bachelor's degree in marketing, communications, business, or science; a master's in business, marketing, or communications is a plus.
- At least 10 years of experience in marketing and/or communications, with significant understanding of the medical/scientific environment.

- Essential supervisory experience.
- Experience in corporate and/or non-profit communications is crucial.

Working Requirements:

- Ability to sit or stand for a full workday.
- Extensive use of computer keyboard, mouse, and monitor.
- Ability to lift objects up to 40 lbs., occasionally.
- Work primarily performed in the AMP office. Telecommuting up to 3 days a week may be granted after an onboarding/transition period but is not guaranteed.
- Occasional work in external venues such as hotels or conference spaces, including possible weekends.
- Overnight travel required for the annual meeting (up to 7 days) and 1-3 other meetings annually (1-5 days each).

Notes:

- Position responsibilities and requirements may be modified to meet organizational needs.
- AMP's official journal, *The Journal of Molecular Diagnostics (JMD)*, is published by Elsevier, which handles all journal promotional and communications activities and sells journal advertising.

BENEFITS:

- This is a full-time, non-commission, exempt position. AMP offers competitive salary and excellent benefits, including 403(b) retirement with employer contributions, insurance (medical, dental, vision, life, short- and long-term disability), free parking, and professional development opportunities.

LOCATION:

The AMP office is conveniently located in Rockville, Maryland and our office building offers free shuttle service from the North Bethesda station on Metro's Red Line. Work is primarily performed in the AMP office. Telecommuting up to 3 days a week may be granted after an onboarding/transition period but is not guaranteed.

TO APPLY:

For more information and to apply, visit <http://www.faseb.org/careers>. Please send a cover letter with salary requirements and resume. Applications will be considered on a rolling basis and the position will remain open until filled. If an accommodation is needed to complete the application process, please contact FASEB's Human Resources Department at resumes@faseb.org.

- For information on the Association for Molecular Pathology (AMP), please visit: <https://www.amp.org/>
- AMP is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.