



Position: Marketing Manager

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

Organization: AAI (American Association of Immunologists)

Location: Rockville, MD (2 -3 days per week in the office)

Date: June 18th, 2024

About AAI:

The American Association of Immunologists (AAI) is seeking an accomplished individual to fill the newly established position of Marketing Manager. AAI is at a pivotal juncture in its illustrious history, with a firm commitment from its leadership to deepen engagement with existing members and attract new ones. We aim to promote greater awareness among immunologists and scientists of the exceptional value provided by AAI's programs and services.

The American Association of Immunologists (AAI) is one of the world's largest organizations of immunologists and scientists in related disciplines. Our mission is to improve global health and well-being by advancing immunology and elevating public understanding about the immune system. AAI members are responsible for some of the most significant biomedical discoveries of the past century, including the development of life-saving cancer immunotherapies, antibody therapies, transplant technologies, and vaccines. We support scientists across the field of immunology through knowledge dissemination, community building, advocacy, and public outreach.

Reporting Structure:

The Marketing Manager for AAI will report directly to the Director of Marketing and will function within the Membership & Engagement Department. The Marketing Manager will work collaboratively across the organization's various departments and is responsible for supporting and implementing integrated marketing campaigns that support the goals and objectives of AAI's membership, annual meeting, education, publications, public affair and advocacy programs and more.

Key Duties and Responsibilities:

- Works with the Director of Marketing, plans and implements strategic marketing campaigns that support the products and services across AAI.
- Develops and executes marketing tactics and activities across digital channels, such as email, SEO, SEM, advertising, video and social media.
- Embraces A/B testing and innovation across the campaign lifecycle to continuously optimize email marketing and advertising efforts.
- Ensures AAI brand identity and brand voice is maintained across promotional copy and creative assets. Works closely with Director of Marketing and external designers to develop promotional graphics.
- Supports event marketing efforts to meet and exceed goals for conferences, education courses, and monthly webinar activities.

- Creates, in collaboration with the stakeholders of each activity, marketing materials for promotion of attendance, sponsorships, and exhibits for AAI annual meetings, summer courses, and other activities.
- Assists with oversight of timeliness and integrity of website postings. Works with Director of Marketing, IT and membership, helps develop SEO-forward content strategy for web optimization and future web redesign.
- Develops and executes successful advertising campaigns that drive ROI. Knowledge of retargeting platforms, such as Feathr, Google Adwords, PPC and digital advertising best practices desired.
- Collaborates closely with Communications to track marketing efforts across social media calendar and email marketing calendar. Knowledge of MailChimp, HootSuite and social media platforms/trends desired.
- Partners with Membership to analyze member/potential member insights, trends and market analyses to build successful strategies rooted in marketing best practices.
- Provides insights and recommendations based on KPIs and member and industry feedback.
- Ensures all marketing and contact data is clean to better segment campaigns; knowledge of data cleansing best practices is a plus.
- Measures campaign effectiveness and report on data to suggest opportunities for optimization and improvement.
- Works with senior staff to identify, propose, and develop innovative means of engaging AAI members, nonmember scientists in adjacent fields, attendees, authors, and more.
- Assists Director of Marketing with managing budgets related to campaigns and accurately record marketing spend.
- Other duties as assigned.

Qualifications and characteristics:

- Bachelor's degree in communications, marketing or related fields.
- 5 years of practical experience in developing and executing marketing strategies and editing communications and promotional materials.
- Knowledge of digital marketing channels including email marketing, digital advertising, PPC, paid social, video, media buys, etc.
- Experience with direct project management.
- Familiarity with creating and executing marketing strategies in support of an association's brand holistically and of individual programs and services.
- Commitment to DEAI, broadly defined, and a high degree of self-awareness and transparency.
- Position requires confident, communicative individual able to encourage and work with others.

To Apply:

Please send a cover letter and resume to jobs@aai.org

AAI is dedicated to building a team of professionals that is as diverse as our members. AAI is proud to be 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.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

AAI cares about its employees, and offers a benefit package designed to attract, reward, and retain talented individuals who are committed to excellence in everything they do.

AAI currently is working a hybrid office schedule with staff coming into the office two days a week with the ability to work remotely from home three days a week.