



## POSITION DESCRIPTION

### 1. General Information

Position title	<b>Assistant Director of Marketing</b>
Primary Function	<b>Exempt, 37.5 Hours</b>
Reports to (title)	<b>Marketing and Communications Director</b>
Department	<b>Marketing and Communications</b>
Date	<b>October 14, 2019</b>

### 2. Primary Function

The Assistant Director of Marketing plays the lead role in marketing FASEB products and services to external audiences, including the Science Research Conference Series, Experimental Biology annual meeting, journals (*The FASEB Journal* and *FASEB BioAdvances*), annual BioArt competition, and society membership.

### 3. Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Develop and execute marketing plans for the annual Science Research Conference (SRC) Series, comprised of ~35 small, topic-specific meetings. Goals are to increase attendance and build awareness of the SRC brand. Components include email marketing (including third-party), individual conference websites, collateral development, marketing webinars, and social media outreach. Perform a competitive analysis to inform activities moving forward.	30
2	Play a staff lead role in marketing Experimental Biology, spring annual meeting held by five FASEB member societies. Develop annual marketing plan, including website development, email marketing, collateral development, social media, and digital retargeting. Execute against the plan; evaluate success on an ongoing basis including course corrections; regular communication with host society stakeholders.	25
3	In coordination with scientific publisher, conduct marketing activities for two journals: <i>The FASEB Journal</i> , established in 1912 and self-published until recently; and <i>FASEB BioAdvances</i> , an open access journal launched in 2017. Primary goal is increasing author submissions; ancillary goals are increasing readership and engagement. Potential tactics include email marketing, targeted social media, conference outreach.	20
4	Lead marketing activities geared toward communicating the value of the federation to current members and to potential new members.	15
5	Miscellaneous projects as assigned, e.g. annual BioArt competition, writing and editing, Executive Office projects, member service projects, etc.	10

**Incumbent is expected to perform other duties as assigned by the Executive Director in support of the organization's goals and FASEB's needs.**



4. Direct Reports			
Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
Marketing & Communications Coordinator	1		

5. Knowledge & Skills	Indicate the <b>minimum</b> education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the <b>minimum</b> proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply	Subject or major field of study	Skill (Specify equipment/system, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency	
	<input checked="" type="checkbox"/>	High school		Marketing plan/campaign development	C
	<input type="checkbox"/>	Prof/technical		Digital marketing experience: web analytics, email, retargeting	C
	<input type="checkbox"/>	College courses		Client service and interpersonal skills	C
	<input checked="" type="checkbox"/>	Bachelor's degree	Marketing, communications, or related discipline	Writing and editing	C
	<input type="checkbox"/>	Master's degree		Competitive analyses	B
<input checked="" type="checkbox"/>	Other	6-8 years relevant experience; strong preference for association experience.			



<b>6. Key Decisions &amp; Guidelines</b>	Give two or three examples of decisions you make or actions you may take without prior approval.	<ul style="list-style-type: none"> <li>Marketing execution based on approved marketing plans.</li> <li>Routine tactical decisions.</li> </ul>
	Give two or three examples of decisions you refer to a higher authority.	<ul style="list-style-type: none"> <li>Content decisions involving member societies or third parties.</li> <li>Requests for publicity or information-sharing from third parties.</li> </ul>
	Indicate any special policies, formal procedures, or precedents that guide your work.	<ul style="list-style-type: none"> <li>Marketing best practices.</li> <li>AP style.</li> </ul>

<b>7. Key Challenges</b>	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	<ul style="list-style-type: none"> <li>Developing successful marketing plans and executing against them.</li> </ul>
	Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.	<ul style="list-style-type: none"> <li>Deploying new tools and technologies, such as digital, across all areas of responsibility (conferences, journals, membership).</li> </ul>

<b>8. Working Relationships</b>	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	CEO	Executive Office	Occasional board-level requests for graphics and collateral materials; engagement on member value initiative.
	SRC staff members	FASEB Office of Scientific Meetings & Conferences	Interplay on marketing activities with SRC conference managers and staff.
	FASEB colleagues	FASEB-wide	Promotion-oriented requests from all staff.
	Marketing and communications colleagues	Member societies	Collegial, best-practice-oriented interactions with MarCom staff at member societies.
	EB marketing and communications colleagues	Five EB host societies	Coordinate activities among five hosts while at the same time providing marketing best-practices leadership to the group.

<b>9. Working Condition</b>	<p>This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows:</p> <ul style="list-style-type: none"> <li>Occasionally requires lifting materials of approximately 20 lbs.</li> <li>Requires computer work involving extensive use of keyboard, mouse and monitor.</li> </ul>
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# FASEB

Federation of American Societies  
for Experimental Biology

**Work Environment/Conditions:**

- Dayshift hours primarily  
Travel and other work-related assignments on weekends are possible.