

Job Description: Senior Manager, Marketing & Communications

Job title	<i>Senior Manager, Marketing & Member Communications</i>
Reports to	<i>Senior Director, Public Engagement, Communications, and Marketing</i>

Job purpose

The ASHG Senior Manager, Marketing & Member Communications leads and implements Society efforts to market its high-value programs and assists with Society efforts to communicate with its field- and public-facing audiences. Promotes the value of ASHG programming for human genetics and genomics researchers and other members of the scientific community (including ASHG's Annual Meeting, membership, journals, digital programs, advocacy, career development, and related programs) and the value of being a part of the community. Organizationally, he/she works cooperatively with a strong and collaborative team and other departments.

Duties and responsibilities

- **Marketing:** Using all appropriate channels (social media, blogs, email, web, newsletters, print, multimedia, exhibiting, etc.), manages efforts to:
 - Develop and implement campaigns to reinforce ASHG's value to the community, as well as helping membership develop and execute member onboarding programs. Works with Senior Director to engage ASHG staff and external consultants selectively on such efforts.
 - Markets attendance at the Annual Meeting and membership in the Society, as well as supporting marketing for *AJHG* and *HGG Advances* in collaboration with colleagues.
 - Works with colleagues to coordinate their effective communication to special constituencies with whom they work, such as exhibitors, teachers, donors, or volunteers.
 - May represent ASHG at other events and forums that advance Society visibility.
- **Member Communication:** Coordinate with department content generators to produce quarterly e-newsletter and bi-weekly digital update. With Senior Director, set editorial agenda, write select pieces, and edit departmentally sourced material with eye to member value creation and promotion.
- **Website:** Works with the Senior Director and Web Administrator and Designer to support website content and development. Helps to create and implement strategies to enhance user experience and increase traffic.
- **Research & Data:** Support ongoing internal research agenda to better understand ASHG audiences, developing knowledge that can enhance strategic/tactical plans and inform year-round marketing campaigns. Tracks, analyzes, and reports on results of marketing strategies/tactics; uses these results to evaluate effectiveness and continuously improve efforts.
- **Operations & Finance:** Contributes to helping ASHG implement, maintain, and enhance data management systems as a key organization-wide resource with accurate, up to date information. Receives and acts upon key data and reporting to aid membership and marketing functions. Assists with department budget, resources, and consultant needs.
- **Supervision:** Supervises Communications & Marketing Assistant, and summer intern.

Qualifications

- 5+ years of experience in progressively responsible association or scientific and/or marketing and communications roles, using marketing and communications channels to engage and encourage change (e.g., purchase a membership, register for a meeting, join a

community, etc.). Experience working in scientific societies and associations a strong plus.

- Bachelor's degree required; master's degree and/or CAE a plus.
- Excellent verbal and written communication skills, as well as strong interpersonal skills and emotional intelligence.
- Enthusiasm for science and the role of scientific societies in serving research and public benefits.
- Capacity for teamwork and desire to work collaboratively across programs and functions.
- Strong interpersonal and customer service orientation to interact with and support colleagues, members, and external partners.
- Capacity to support and train others to take on distributed communications projects successfully.
- Data and technology orientation, and experience in leveraging technology to enhance communication efficiency and effectiveness. Experience monitoring and leveraging web analytics and social media marketing data to inform strategies.
- Proactive project management and organizational skills to oversee multiple project priorities.
- Sound judgment and problem-solving attitude. Sense of humor and cooperation to address and work with colleagues to synthesize diverse perspectives. Ability to work in a collaborative team environment while also taking initiative.

Working conditions

37.5 hours/week, full-time exempt. Occasional evening or weekend meetings or events, and travel 1-2x/year, including to Annual Meeting each October.

Physical requirements

Standard office environment, with sitting and standing desks available. Occasional packing and moving of boxes up to 20 lbs.

Approved by:	<i>Kara Flynn</i>
Date approved:	<i>March 3, 2020</i>
Reviewed:	<i>March 3, 2020</i>

Ideally, a job description should be reviewed annually and updated as often as necessary.