



POSITION DESCRIPTION

Position Title: Manager, Marketing
Reports To: Director, Marketing
FLSA Status: Exempt

Department: Marketing & Communications
Supervises: Non-applicable
Effective Date: October, 2024

General Description:

The Manager, Marketing is responsible for the implementation and execution of multi-channel marketing plans for various campaigns as assigned by the Director, Marketing. They must lead the execution of marketing tactics including writing and reviewing content and serving as the Marketing Lead and Project Manager of the assigned campaign(s). They are responsible for ensuring message and tone consistency including brand alignment across their campaigns and marketing assignments.

The position requires strong written and verbal communications skills, ability to prioritize tasks and work effectively in a dynamic environment, initiative to identify marketing and promotional opportunities, ability to resolve issues efficiently and escalate when appropriate, and successfully follow-through on assigned tasks.

Key Responsibilities:

- **Collaboration:** Works closely with creative and internal teams to deliver campaigns and initiatives for assigned product/program/event representing MarCom
- **Campaign Planning:** Develops and executes marketing campaign to promote AASLD assigned product/program/event across multiple channels.
- **Campaign Content Creation:** Oversees and executes on the creation of all marketing materials including but not limited to website, social media post, email, digital and print advertisement, and onsite event materials ensuring brand consistency in messaging and adherence to brand guidelines.
- **Creative Project Management:** Oversee end-to-end design process with creative agency or graphic designer for campaign assets.
- **Performance Tracking:** Monitors campaign performance of marketing initiatives and develops reports on key metrics including opportunities for improvement(s).
- **Budget Allocation:** Ensures funds are allocated efficiently across assigned campaigns and channels including ensuring all tactics are within budget and delivering a significant return.
- **Brand Positioning:** Ensures brand is effectively in the market to differentiate from competitors and ensure product brand consistency across campaign.

Education and Experience:

- Bachelor's degree in business, Marketing, Communications, or other related field, and/or a combination of education and equivalent work experience.
- Minimum 3 years of direct experience writing, editing, or producing content for multiple channels including digital and print. Onsite/event branding experience preferred.
- Minimum 3 years working in a marketing environment with proven experience managing multiple projects and design requests.
- Minimum 3 years' experience analyzing and interpreting campaign data to influence future campaign decision making.



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Skills Needed in Position:

- Exceptional writing skills and the ability to adapt the style, tone, and voice of programs for various types of content.
- Experience with developing and implementing tactical marketing campaigns.
- Highly creative marketing manager who is process-driven and relies on data to make decisions.
- Excellent written and verbal communication skills—creative thinker and problem solver.
- Exceptional project management, time management, and organizational skills
- Ability to take initiative allocating time and resources, effectively while also being proactive in offering solutions, as necessary.
- Demonstrate skill in determining priorities, developing tactical plans to assure the achievement of the tactical plan.
- Ability to remain organized and take initiative in a work-from-home environment.
- Knowledge of marketing channels and best practices, including Google Ads, social media platforms, email marketing platforms, search engine optimization, and traditional media.
- Proficiency in Microsoft Office Suite (Word, Excel, and Outlook), Adobe Acrobat, and web-based services
- Ability to tackle complex tasks independently with sound judgment, critical thinking, and emotional intelligence
- Strategic, analytical, and creative thinking skills, with the ability to use data to inform decisions

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements. Duties and responsibilities may be changed or expanded at any time to accommodate the needs of AASLD.