



POSITION DESCRIPTION

Position Title: Director, Communications

Department: People & Strategy

Reports To: Chief Executive Officer

Supervises: Manager, Communications

FLSA Status: Exempt

Effective Date: March 2025

General Description:

The Director, Communications will play a pivotal role in shaping and delivering AASLD and AASLD Foundation's communications efforts, ensuring brand cohesion and messaging alignment across all internal and external communications channels. Reporting to the Chief Executive Officer, this individual will be responsible for building and maintaining relationships with media, creating and curating impact-driven content, and delivering best-in-class storytelling.

The ideal candidate will have a strong and demonstrable writing and communications background, deep experience managing media and developing production assets, an understanding of website information architecture best practices and content planning as well as a familiarity with health and scientific issues and policy. Deep expertise in Communications Technology and the ability to use these tools will be key to success in the role. This individual must have a proven ability to manage multiple projects and deadlines in a fast-paced environment.

Key Responsibilities:

Strategic Communications

- Writes and conceptualizes compelling, high quality and digitally savvy content and communications including web pages, video storyboard and scripts, editorial copy, press releases and other writing assignments as necessary.
- Develops and leads the implementation of AASLD's strategic communications plan and ensures alignment with organizational goals and key marketing initiatives.
- Collaborates with the Chief Executive Officer and the Leadership Team to craft strategic messaging for speeches, presentations, and statements.
- Assists with crisis communications, including preparing talking points and responsive media strategies for key AASLD leadership.
- Oversees the creation of presentations for member leaders and external audiences, ensuring alignment with AASLD's overall messaging and branding strategy.
- Works closely with the marketing team to develop content strategies and that support program, event and marketing campaigns.

Programming and Governance Communications

- Reviews and prepares Governing Board/Foundation Board of Trustees communications and related meeting materials in collaboration with the Leadership Team to ensure consistency, brand accuracy, etc.
- Ensures consistent messaging across all AASLD platforms, publications and internal communications.
- Collaborates with internal teams to ensure clarity and alignment across departments, keeping staff informed about key organizational initiatives and messaging.
- Develops and distributes internal messaging related to programming across the organization, working with department leads with a focus on strategic priority areas.
- Draft scripts, talking points, slide decks, and other defined communication resources for member leaders for The Liver Meeting and other events.

External Relations

- Develops outreach strategies to expand AASLD and AASLD Foundation's network of collaborators and amplify the Foundation's mission
- Represents AASLD in external partnerships and collaborative efforts to drive the association's strategic goals



- Leads the development of materials and communications strategies that support external stakeholders (global partners, patient advocacy groups), and policy efforts (FDA, NIDDK etc.)

Media Engagement

- Develops and implements media strategies aligned with AASLD and AASLD Foundation goals and priorities
- Serves as the primary point of contact for media inquiries, proactively engaging with journalists and scientific publications
- Leads proactive media outreach, including writing and distributing press releases, drafting and/or coordinating writing groups for whitepapers, op-eds, and arranging interviews for key AASLD leaders
- Monitors media trends to identify opportunities for positioning AASLD and its leadership in relevant discussions

Other duties as assigned.

Education and Experience

- Bachelor's degree in communications or equivalent experience
- 6-8 years of experience in communications, at least 3 of those years in management
- Previous communications experience in healthcare that includes corporate communications, event communications, and program scripting
- Strong experience writing compelling content for a range of diverse audiences and mediums.
- Digital/web communications experience is required.
- Experience in public relations, media outreach and crisis communications
- An understanding of website information architecture best practices and content planning
- Familiarity with health and scientific issues and policy
- Familiarity with digital, web marketing platforms; Acquia is a plus
- Existing relationships with reporters, particularly those covering healthcare issues, is preferred

Skills and Abilities:

- Excellent written and verbal communication skills, with proven ability to craft compelling narratives for diverse audiences
- Strong presentation (PPT, Slides, Canva) design and creation skills with professional experience presenting to discerning external audiences and leadership
- Proven ability to manage multiple projects and deadlines in a fast-paced environment
- Strong leadership and team management skills
- Experience working with executive leadership or principles and delivering presentations for high-level stakeholders preferred
- Graphic design and video editing experience desirable

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 the AASLD & AASLD Foundation.