



Program Manager, Communications

Communications Business Unit

Exempt

Reporting Structure:

The Program Manager, Communications, reports to the Director, Communications and Publications.

Qualifications

Bachelor's degree in communications, business, or related field; one to three years' experience preferred. Solid organizational and problem-solving skills demonstrated through the ability to balance exceptional attention to detail with big-picture perspectives. Strong verbal and written communication skills, including clear, concise, and effective professional writing, with precision and accuracy essential to the position. Expertise in the latest digital communications and engagement platforms. Self-starter comfortable with managing multiple priorities in a fast-paced, dynamic environment. Team-oriented with the ability to work collaboratively with colleagues and provide superior customer service to both internal and external clients. Demonstrated advanced proficiency in Microsoft Office (Word, Excel, PowerPoint, and Outlook) required; ability to become proficient with iMIS association management software platform. Adobe Creative Suite, InDesign, and WordPress experience a plus.

Key Responsibilities

- Provide editorial and production coordination/support for the following digital and print communications:
 - *Bulletin*, the official monthly member magazine, print and online
 - *OTO News*, the official weekly member e-newsletter
 - *Meeting Daily*, the on-site daily publication produced for the AAO-HNSF Annual Meeting & OTO Experience, print and online
 - Other marketing campaigns and communications as assigned
- Manage the Academy's patient health subscription and licensing program, which provides patient information handouts and website content for member physicians
- Assist with updates and maintenance to www.entnet.org and www.ENThealth.org, and other AAO-HNSF websites such as the [Annual Report](#)
- Prepare financial/budget reports for Communications Business Unit programs and services as assigned

Specific Duties

Digital and Print Communications

- Work with Director, Communications and Publications, to effectively plan, organize, and support both the *Bulletin* and *Meeting Daily* production deadlines and content, print and online
- With guidance from the Director, Communications and Publications, create guidelines and tools to ensure magazine content production for the *Bulletin* and *Meeting Daily* is on schedule with adequate and informative content coverage
- Produce monthly digital *Bulletin* Table of Contents and distribute via email marketing system

Please submit your resume, cover letter and salary, expectations through one of the following options:

- **Email:** Attach a Word document or copy and paste your cover letter and resume and send to employment@entnet.org.
- **Mail:** AAO-HNSF, 1650 Diagonal Road, VA 22314-2857 Attention: Human Resources
- **Fax:** 1-703-683-5100



- Provide editorial and production support for *OTO News*, the weekly e-newsletter, to members
- Provide production support with the email marketing system as needed

Patient Information Program

- Coordinate the licensing and subscription program(s) for the patient website, ENThealth.org
- Maintain subscriber lists, including subscription agreements and subscriber records
- Provide stellar customer support to current and potential subscribers, including annual billing for renewal
- Develop email marketing campaigns and deploy subscriber-focused emails
- Create and update patient handouts with content from ENThealth.org
- Update ENThealth.org website content as needed
- Prepare financial/budget reports as requested

Other

- Provide weekly analytics report on engagement performance of email blasts, social media platforms, and other digital communication channels as identified
- Participate in website, email marketing distribution campaigns and other projects, as assigned
- Conduct staff-wide training in Podio, an online project management platform, as needed
- Provide organizational support to the Communications BU staff for committee meetings
- Manage Communication Business Unit credit card charges, invoices, and other financial statements
- Duties and responsibilities may be added, deleted, or changed at any time at the discretion of management, formally or informally, either orally or in writing
- Consistently demonstrate courteous, cooperative, and helpful behavior to all contacts, internal and external
- May participate on an internal team, either through formal assignment, or on an ad hoc basis

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