



**AMERICAN ACADEMY OF  
OTOLARYNGOLOGY-  
HEAD AND NECK SURGERY**

**Job  
Description for:**

*Program Manager, Digital and Global Engagement  
Membership & Global Affairs Business Unit  
Exempt*

**Reporting Structure**

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The Program Manager, Digital and Global Engagement reports to the Senior Manager of Digital Engagement with a dotted line reporting relationship to the Director of Global Affairs and is part of the Membership & Global Affairs Business Unit.

**Qualifications**

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BA/BS preferred and/or 1+ years of experience working in a marketing, membership or agency setting. Strong organizational and project management skills demonstrated through the ability to balance attention to detail and manage multiple projects. Strong communication skills for implementing outreaches to build acquisition and grow retention and engagement with members and internationally focused programs. Familiarity with major digital platforms, self-starter attitude, and interest in global affairs.

**Key Responsibilities**

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- Works with the Senior Manager of Digital Engagement to launch and manage digital outreaches focused on lead generation, new member outreach and nurturing programs.
- Works with the Director of Global Affairs on projects to expand international engagement, support new projects and initiatives.
- Works with Communications on marketing outreaches to support digital campaigns such as designed ads, emails, landing pages, and other appropriate support material.

**Specific Duties**

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**Works on digital outreaches to launch and manage digital outreaches**

- Assists on a wide range of projects that focus on lead generation including launching new acquisition initiatives, measuring, and reporting on results.
- Works with Communications and Membership team on developing segmented messaging and creation of collateral (i.e. splash pages/digital ads/posts) for lead generating, nurturing and acquisition campaigns.
- Works with the Senior Digital Manager on integrating remarketing and other digital programs into the annual renewal cycle.
- Works within the Membership team to help launch special projects such as a member-get-a-member outreach, annual meeting initiatives, and engagement campaigns.
- Work on projects to improve conversions on the website membership page and overall emails metrics.

### **Works on global affairs projects and initiatives**

- Assists in coordinating International grants program including administration of grant applications, and follow-up activities to recipients of grants.
- Coordinates the International Visiting Scholarships (IVS) program with the Director of Global Affairs in assuring consistency and timeliness in promotions and awarding of scholarships, as well as necessary follow-up.
- Monitors and responds to email inquiries about Global Affairs programs received through [International@entnet.org](mailto:International@entnet.org) and [Humanitarian@entnet.org](mailto:Humanitarian@entnet.org).
- Coordinates the Humanitarian Efforts travel grant program with the Director of Global Affairs including administration of grant applications and follow-up activities to recipients of grants.
- Works with Director of Global Affairs in supporting all international and humanitarian activities and events at the Annual Meeting & OTO Experience, including lending support at International committee meetings and the IAB General Assembly, and other key international meetings.