



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

**Job
Description for:**
*Coordinator, Digital Marketing
Membership & Global Affairs Business Unit
Exempt*

Reporting Structure

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

Qualifications

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BA/BS and/or 2+ years of experience working in a marketing, membership or agency setting. Familiarity interacting with volunteer leaders. Strong organizational and project management skills demonstrated through the ability to balance attention to detail and manage multiple projects simultaneously. Problem-solving skills with a keen eye for details, strong analytical skills, verbal, and written communication skills. Familiarity with different systems including Microsoft Office suite, membership CRM, social media, and ability to pick up new technologies quickly

Key Responsibilities

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- Works with the Senior Manager of Digital Engagement and the Senior Director to launch, evaluate, and manage digital outreaches focused on lead generation, new member acquisitions, and nurturing programs.
- Manages global affairs programs and events
- Manages special projects including awards, grants, and recognition certificates
- Performs data research on trends, sources, and updates/changes to the CRM
- Works with the Membership Team members on special projects

Specific Duties

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- Manage projects that focus on lead generation including new acquisition initiatives, measuring, and reporting on results
- Works on global membership initiatives such as the global grand rounds, international young physician forum, and international women’s caucus
- Manages recognition programs including annual certificates, awards, and grants
- Research and update key constituents such as residents and program directors. Manages the 5th year resident and in-training marketing campaigns
- Works within the Membership team to help launch special projects such as a member-get-a-member outreach, annual meeting initiatives, and engagement campaigns

- Manages special projects as assigned