



## Senior Manager, Digital Communications

*Communications Business Unit  
Exempt*

### Reporting Structure:

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The Senior Manager, Digital Communications, reports to the Director, Marketing and Strategic Messaging

### Qualifications

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Undergraduate degree in communications or marketing, and at least three to five years' experience in strategic messaging and digital communications required. Advanced degree and experience in healthcare association and event strategic messaging a plus. Proven creative and analytical skills, as well as experience developing and launching integrated marketing campaigns to promote the organization's programs and services needed. Strong knowledge and experience of online content standards, technologies, and tools (content management systems, email marketing platforms, and marketing automation platforms). Search engine optimization experience a plus. Excellent writing, presentation, and proof-reading skills required; strong oral communication, interpersonal, and organizational skills are essential. Must be team-oriented, with demonstrated supervisory, project management, and client/liaison skills. Ability to handle multiple projects required.

### Key Responsibilities

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- Manages website content strategy and updates
- Develops and recommends marketing strategies for all channels
- Develops effective messaging for key segments to increase participation and sales of programs/meetings, purchased products/services
- Creates integrated marketing campaigns to ensure messaging is reaching key segments through the most effective channels
- Reviews analytical data for all AAO-HNS/F marketing platforms, including web, email, social media, and digital ads—looking for trends and monitoring and adjusting as needed for maximum effectiveness
- Maps digital marketing journeys for key audiences
- Produces narratives for videos, podcasts, PowerPoints, and other digital content
- Manages podcast strategies and coordination

### Specific Duties

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- Meets, as needed, with internal clients to develop digital marketing plans in conjunction with overall AAO-HNS/F messaging strategy
- Utilizes marketing automation to create dynamic digital campaigns and drive trackable results

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*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](mailto:employment@entnet.org).
- **Mail:** AAO-HNSF, 1650 Diagonal Road, VA 22314-2857 Attention: Human Resources
- **Fax:** 1-703-683-5100



- Collaborates with Communications leadership and internal clients to set marketing priorities and identify key audience and campaign goals
- Manages website's short- and long-term updates; maintains communication with colleagues across business units to ensure website is current
- Manages organization's digital presence, including strategizing and creating content for website, email, social media, digital ads
- Optimizes digital ads for conversions by building segmented audiences and A/B testing photos/graphics and messaging
- Ensures consistency in messaging and style across all platforms
- Collaborates with Creative Services team to create digital assets as needed

#### Other

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- May participate on an internal team, either through formal assignment, or on an ad hoc basis
- Consistently demonstrates courteous, cooperative, and helpful behavior to all contacts, internal and external
- Serves as staff liaison to assigned committee(s)
- 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
- Some travel may be required

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