



**Senior Manager, Web Content**  
*Communications Business Unit*  
*Exempt*

**Reporting Structure:**

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The Senior Manager, Web Content, 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 digital communications and website content management required, including writing for the web. Advanced degree and experience in healthcare association and strategic messaging a plus. Proven creative and analytical skills, as well as experience developing and launching dynamic website content to communicate organization's goals, initiatives, programs, and services needed. Strong knowledge and experience of online content standards, technologies, and tools (content management systems including WordPress, analytics software, and search engine optimization). Excellent writing, editing, presentation, and proof-reading skills required; strong oral communication, interpersonal, and organizational skills are essential. Must be team-oriented, with project management, and client/liaison skills. Ability to handle multiple projects required.

**Key Responsibilities**

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- Manages and creates website content on entnet.org to ensure accurate, engaging, timely, and accessible information
- Works with colleagues to identify target audiences to develop website content and functionality to meet their online needs
- Develops effective website content to increase participation and success of programs, events, products, services, membership, education, research, resources, business of medicine, advocacy, and health observances
- Maintains an editorial content calendar for website to ensure timely and relevant information
- Optimizes the content presentation on AAO-HNSF's consumer health website, ENThealth.org, to ensure best practices for meta data, page titles, content structure, and other elements of SEO are followed to enhance performance on major search engines, to ensure 508 accessibility compliance, and to engage users
- Develops and recommends marketing strategies and enhanced website functionality to increase traffic to website(s)
- Supports integrated marketing campaigns by ensuring web content is optimized for maximum visibility for key segments across search engines
- Collaborates with communications and marketing team, IT and web developers, and other colleagues to measure content effectiveness (usage, adoption, and reach), brand awareness, lead generation, and user loyalty and engagement
- Reviews analytical data to identify trends and adjust strategies as needed for maximum effectiveness
- Maps website journeys for key audiences

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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



- Stays up to date on new advances and trends in website content strategies and functionality

### **Specific Duties**

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- Works with contributors to develop engaging website content that aligns with overall AAO-HNS/F messaging and marketing strategy
- Collaborates with Communications leadership and other colleagues to set marketing priorities for the website 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 and aligns with AAO-HNS/F strategic messaging, branding, design, and content priorities
- Manages organization's digital presence, including strategizing and creating content for website, as well as email, social media, digital ads when applicable
- Develops landing pages to help optimize digital ads for conversions
- Coordinates development and testing of new pages and reviews content updates from Content Management System (CMS) users across business units
- Ensures consistency in messaging and style
- Collaborates with Creative Services team to implement web design best practices and create digital assets as needed
- Partners with Information Technology team to collaboratively implement user experience improvements, deploy new website features when applicable, and provide regular CMS user training
- Ensures web assets are Section 508 compliant and adhere to copyright and privacy standards

### **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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