Sr. Manager, Publications and Digital Content

Communications Business Unit
Exempt

Reporting Structure:

The Sr. Manager, Publications and Digital Content, reports to the Senior Director, Communications

Qualifications

Bachelor’s degree in communications, publishing, or related field and minimum of three years’ experience required. Health-related publishing/communications experience preferred. Must excel in written and oral communication, and possess a solid track record of innovation, precision, and accuracy. Strong knowledge of and experience in management of digital and print publishing formats, including peer-review journals and manuscript submission software, online publishing platforms, and podcasts, as well as solid editing and visual skills, and understanding of standard publishing laws and policies required. Must possess excellent organizational, management, strategic planning, interpersonal, and team player skills. Must be deadline-oriented in meeting production schedules as well as demonstrate proficiency in appropriate technologies required.

Key Responsibilities

- Ensure that AAO-HNS/F publications (print and digital) incorporate and strengthen brand/visual identity and mission and ensure efficient processes, quality, and value.
- Serve as Assistant Managing Editor of the Bulletin, the official content hub, responsible for planning and executing the editorial calendar, content, editorial guidelines, layout approval, and proofing.
- Oversee the AAO-HNS/F Podcast production schedule, including developing an editorial calendar in concert with key stakeholders and working with Creative Services and Marketing to produce and market both the journals and AAO-HNS/F Podcast series.
- Provide support to the AAO-HNSF journals, Otolaryngology–Head and Neck Surgery and OTO Open, including serving as liaison to the Editor in Chief and Managing Editor, supervising both the Program Manager of Publications and Communications and the journals’ Managing Editor, and supporting the overall strategic direction of the journals.
- Oversee the production of the daily news operations of the Annual Meeting publication and serve as Managing Editor of the Meeting Daily.
- Oversee the production of the Annual Report and other publications as needed.
- Champion the integration of appropriate new publication channels that support content delivery and consumption.
- Manage the Program Manager, Publications and Communications.
- Maintain a working understanding of the national and global issues in healthcare that impact members, their practices and their patients to help guide in the publication of relevant content on these issues.
- Champion the AAO-HNS/F mission, vision, values, and strategic direction.

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

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Specific Duties

- Support the Senior Director, Communications, in developing publication strategies and innovations to provide published content for members and the general public that is of high value, relevant, and accessible.

- Work collaboratively within the Communications Business Unit, all other Business Units, leadership, and members in developing and maintaining pertinent and reliable publication channels, including but not limited to the journals, Bulletin, and podcasts.

- Lead monthly Bulletin editorial meetings, provide support in direction and content planning, collaborate with staff and member contributors to build relevant content, copyedit, and prepare content for layout, and work directly with contracted vendors in the delivery of content, ad sales, and meeting publication deadlines.

- Participate in ongoing journal calls and planning sessions with the Editor in Chief, Managing Editor, publisher, and others to support the strategic direction of the journals.

- Develop and conduct readership surveys for AAO-HNS/F publications at regular intervals as the market requires and manage appropriate changes to the publications in response to member needs and market change.

- Coordinate the annual publication of the AAO-HNS/F Annual Report and other publications, collaborating with colleagues, leadership, and members to meet deadlines and production schedules.

- Manage vendors and freelance contractors for various enhancements to publications for editorial assistance and article development.

- Ensure a current style guide is available and regularly communicated to staff and contributors for consistency.

- Demonstrate a knowledge and understanding of AMA Style, Chicago Style, AP Style, current style trends, basic copyedit law, as well as other publishing standards and policies.

- Serve on AAO-HNS/F committees and task forces as assigned.

- Travel as required.

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.