



JOB DESCRIPTION

Position Title: Marketing Manager

Department: Communications

Report To: Director of Marketing

Job Summary: The Marketing Manager is responsible for designing, writing and publishing content in support of the Association for Accessible Medicine's (AAM) strategic marketing plan.

Essential Duties and Responsibilities:

- Manage the concept and creation of AAM content including infographics, advertisements, guides, social toolkits, video snippets, policy briefs, etc.
- Manage the writing, proofing and deployment of social media posts, blogs, PR releases and email communications based on an editorial calendar.
- Drive the creation of campaign landing pages to support advocacy and content marketing campaigns to capture interested visitors and encourage consumers to take action.
- Assist with the marketing and promotion of events to include social media advertising, collateral, live tweeting and miscellaneous branding and PPT support.
- Manage email marketing lists, website maintenance updates and content approvals.
- Review channel analytics to optimize creative and messaging.
- Engage and help grow AAM membership by providing prospective members and email subscribers with regular, helpful content aligned with their needs and interests.
- Collaborate internally across the association and externally with marketing consultants, patient advocacy groups, media influencers and industry experts to produce relevant content that meets the needs of all key stakeholders.
- Perform other duties as assigned consistent with the goals of AAM.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the

knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Strong working knowledge of content marketing strategies and lead generation
- Excellent written and oral communication skills, including proof-reading and editing
- Exceptional interpersonal skills, a focused listener
- Exhibits a positive attitude and professional demeanor
- Exhibits a high degree of personal initiative
- Exceptional organizational skills, attention to detail, and time-management
- Ability to handle confidential matters with professionalism and discretion
- Ability to prioritize and manage multiple initiatives simultaneously
- Ability to work in a collaborative environment and accomplish tasks with self-direction and provide exemplary customer service
- Ability to work creatively and with flexibility in a fast paced environment while maintaining high work standards
- Demonstrated facility with and affinity for social media
- Demonstrated proficiency with Adobe Create Suite (i.e. Photoshop and Illustrator)
- Advanced computer skills, including basic use of Microsoft Word, Excel and PowerPoint
- Basic knowledge of HTML, web analytics, email marketing and website content management tools (i.e. Wordpress, Drupal, Dreamweaver, Informz, Google Analytics)

Education and Experience Requirements:

- Bachelor's Degree, required
- 2+ years of applicable professional experience, required
- Experience producing web content, required
- Experience with graphic design and applying brand message and visual standards, highly desirable
- Experience developing content for advocacy, cause marketing or fundraising campaigns, highly desirable
- Multimedia editing and production experience a plus



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Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- None

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Standard office environment

Travel: none

This job description does not imply that the stated requirements are the only expectations for the position. Incumbents are expected to perform any other duties that may be assigned. AAM has the right to revise this job description at any time. AAM is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual agreement between you and AAM.

Acknowledgement:

Name: _____ Date: _____

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