

Position Title: Manager, Marketing and Communications

Reports To: Director, Marketing and Communications

ASPEN is seeking a Manager, Marketing and Communications to manage and execute integrated, multi-channel marketing initiatives that support ASPEN's mission, programs, products, and services. This role manages ASPEN's digital marketing operations, including email marketing, website, social media, paid digital advertising, and analytics, while supervising the Digital Marketing Coordinator.

The Manager, Marketing and Communications will serve as a strategic advisor to the Director, Marketing and Communications by providing data-driven recommendations, identifying emerging marketing trends, and contributing to long-term departmental planning. The Manager translates marketing priorities into effective campaigns, ensures consistent branding and messaging across channels, collaborates with internal stakeholders and external vendors, and uses performance data to improve results.

About ASPEN

ASPEN is a global interprofessional community of dietitians, nurses, nurse practitioners, pharmacists, physicians, physician assistants, researchers, scientists, and other health professionals. We provide resources across every facet of nutrition support, including clinical practice, research, and education.

ASPEN supports a hybrid work environment with both 100% remote staff and staff who periodically work in the Silver Spring, MD office.

Primary Responsibilities

Lead ASPEN's email marketing program by:

- Creating, building, testing, and deploying email campaigns, including segmentation, list management, and email best practices.
- Providing staff guidance and technical support on email formatting and deployment, managing the email calendar, and monitoring deliverability and campaign performance.
- Tracking key metrics (open rate, click-through rate, conversions, engagement), using testing and analytics to improve results.
- Managing third-party list rentals, including approvals, scheduling, HTML setup, deployment, and reporting.

Manage and maintain ASPEN's website by:

- Serving as the website subject matter expert and primary contact for website and search vendors, supporting staff with content development, site structure, and best practices.
- Ensuring content accuracy, usability, and alignment with organizational priorities while overseeing site structure, navigation, performance, and updates.
- Maintaining a schedule of required updates (e.g., annual conference, webinars, certification) and coordinating timely updates with staff.
- Reviewing website analytics and applying insights to improve user experience, while working with vendors to improve design and functionality.

Develop and manage ASPEN's social media and paid digital advertising:

- Managing ASPEN's social media strategy, including content planning and messaging.
- Overseeing content development and scheduling through Hootsuite and supervising the Digital Marketing Coordinator.
- Managing paid Facebook and LinkedIn advertising campaigns, including targeting, execution, and performance tracking.

Develop and execute ASPEN's marketing strategies that align with strategic priorities and organizational goals by:

- Lead cross-functional marketing initiatives by collaborating with organizational leaders to identify marketing priorities, establish campaign strategies, and ensure alignment across departments.
- Working with staff and freelancers to develop messaging, creative concepts, and campaign materials that align with organizational priorities and branding.
- Managing campaign strategies including timelines, deliverables, and budgets to ensure coordinated, on-time execution.

Manage ASPEN's Malnutrition Awareness Week Ambassador Program by:

- Recruiting, managing, and engaging ambassadors, including communications, schedules, and participation materials.
- Creating and updating Spread the Word materials and ensuring ambassadors have timely access to them.
- Managing the creation and distribution of the free webinar registration code for ambassadors.

Provide marketing support for ASPEN's annual conference by:

- Supporting all phases of the conference, including session proposals, grant applications, abstract submissions, awards and travel grant applications, registration, Know Before You Go emails, and daily and post-conference communications.
- Developing promotional conference materials, including award recipient videos, general session scripts/slides, day-by-day marketing slides, and other materials.
- Managing the conference mobile app, including vendor coordination, content collection, and onsite updates.
- Coordinating award winner photographs on-site.
- Executing live social media posts during the conference.

Manage ASPEN's Google Analytics account by:

- Ensuring tracking and reporting are functioning properly.
- Overseeing monthly and quarterly analytics reports with the Digital Marketing Coordinator.

Manage ASPEN's Google ads accounts by:

- Maintaining ongoing ads on Google Ad Grants (free) account.
- Creating and managing paid Google Ad campaigns as needed.

Perform other duties as assigned.

Position Requirements

- 6-8 years of marketing or digital marketing experience.
- 5-6 years of supervisory or project leadership experience.
- Experience managing integrated, multi-channel marketing campaigns.
- Bachelor's degree in marketing, communications, or related field.
- Association experience is highly desirable.

Qualifications

- Excellent written and verbal communication skills.
- Strong writing, editing, and proofreading skills (thorough knowledge of English grammar, technical, scientific, and medical writing styles along with use of proofreaders' marks).
- Experience leading organizational branding initiatives.
- Strong project portfolio management skills.

- Exceptional attention to detail and accuracy in all aspects of work.
- Ability to quickly learn, comprehend, and apply new information, technologies, and processes.
- Ability to think creatively to solve problems, handle multiple projects, determine priorities, and meet deadlines.
- Experience using data to drive strategic decisions.
- Strong interpersonal skills with the ability to collaborate effectively and work independently.
- Experience balancing multiple organizational priorities.
- Working knowledge of HTML for email marketing.
- Experience with email marketing platforms (Informz/Higher Logic), content management systems (WordPress), marketing analytics tools (Google and Awario), and membership databases (Impexium), or experience with similar platforms preferred.
- Experience with basic graphic design, photography, and video editing.

Salary and Benefits

- This is a full-time, salaried position starting at \$82,000 based on experience.
- ASPEN offers a comprehensive benefits package, including health, dental, and vision insurance, retirement plan, paid time off, and more.

Physical Requirements

- Prolonged periods of sitting at a desk and working on a computer.
- Must be able to lift 15 pounds at times.
- Ability to travel to the ASPEN Annual Conference, which is held in a new location each year. Projected time at the conference is 5 – 7 days.

To Apply

Submit a cover letter and resume to jobs@nutritioncare.org. Please note that a small exercise will be required for all applicants.

ASPEN is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.