



Position: Senior Director, Communications, Marketing and Membership

Organization: American Society for Biochemistry and Molecular Biology (ASBMB)

Location: Rockville, MD – Hybrid

Salary: \$170,000-\$180,000

Position Summary: The ASBMB Senior Director of Communications, Marketing and Membership is responsible for leading the strategic direction and execution of all ASBMB communications, marketing and membership activities. This role is pivotal in shaping organizational brand, messaging, perceptions and influence with internal and external audiences and directs multi-channel implementation through a suite of communications and marketing vehicles. The Senior Director will be a member of the senior leadership team, working collaboratively with the CEO and all departments to develop and implement comprehensive strategies that advance organizational goals.

About ASBMB: ASBMB is dedicated to advancing scientific knowledge and supporting a robust, well-trained, diverse scientific workforce. Through dissemination of emerging scientific research, education and training initiatives, and advocacy, ASBMB shapes and supports fundamental science that fuels future innovation. For more than 100 years, its community has pioneered new discoveries in the molecular life sciences that drive medical advances and therapies for many disorders and diseases, as well as many other applications ranging from environmental to agricultural. ASBMB's 12,000 members work throughout the scientific enterprise, including in academia, industry, and government sectors.

Key Responsibilities (other duties as assigned):

1. Leadership & Strategy Development:

- Develop and execute integrated strategies that reinforce the organization's leadership and value; build a compelling, cohesive narrative about BMB research and its impact; help achieve attendance and engagement objectives for product and revenue lines; help inform and influence key public stakeholders; and engage and inspire life scientists through membership.
- Inform and direct organizational brand strategy, message, and management to protect, further enhance, and deploy ASBMB's visibility in serving the scientific community and conveying the profound human benefit of fundamental scientific discovery.

2. Communications

- Serve as managing editor for all ASBMB communications channels, overseeing content across ASBMB Today (the member magazine), website, newsletters, social channels and public resources, ensuring compelling content that is consistent with organizational objectives, messaging and capacity. Oversee production of content through in-house and freelance writers and editors.
- Work closely with Government Affairs team to enhance advocacy communications, including support for statements, op-eds, fact sheets, lay language topical resources, etc., and sustain key programs that help members enhance public communication of science.
- Draft and/or edit select, high-consequence material, including volunteer leadership communication, public statements, etc.
- Guide outsourced development of press materials and serve as contact for media inquiries. Support and staff organizational spokespeople for media and other activities as needed.

3. Marketing & Membership:

- Oversee marketing activities that increase membership and meeting attendance using multiple platforms. Coordinate with journal team and external publishing partner to align and integrate journal marketing strategies into broader ASBMB efforts.

- Foster internal awareness of brand and design standards and help align all activities with them.
- Oversee and support membership recruitment, renewal and engagement strategies.
- Oversee website and digital marketing, including web presence, content marketing, email marketing, paid advertising, and social media presence.

4. **Management and Reporting:**

- Serve as senior liaison to volunteer bodies that inform and help shape communication and membership strategies. Engage with ASBMB Council in all areas of responsibility.
- Lead, coach, and develop a high-performing team of 7 staff providing guidance, feedback, and professional development to ensure continued growth and success. Oversee management of freelance editors and writers.
- Foster a collaborative and creative environment, promoting innovation and best practices.
- Establish key metrics to measure effectiveness of campaigns and programs and adjust tactics to meet goals. Report regularly to senior leadership on progress, challenges, and potential solutions.

Qualifications:

Education: Bachelor's degree in relevant field, Master's degree preferred.

Experience:

- Minimum 15 years of experience in organizational communications, including public advocacy, with at least 4 years in increasingly senior management roles. Strategic communications experience on science and/or health policy topics required. Association, nonprofit and/or Capitol Hill experience strongly preferred.
- Proven track record of success developing and leading integrated, cohesive communications campaigns across various media channels.
- Strong understanding of digital marketing, social media strategy, and web best practices.
- Data-driven orientation, seeking and using data to develop strategies and report on metrics.
- Exceptional writing, editing, and presentation skills.
- Ability to think strategically and for long-term planning, while also being hands-on in execution.
- Strong leadership skills, with experience managing and developing teams.
- Discretion, leadership judgment, ability to navigate complex relationships and situations.

Compensation, Benefits and Work Environment: ASBMB offers a competitive combination of strong salary and outstanding benefits, including robust medical, dental and vision insurance; generous vacation and sick policies; and 403(b) matching contributions. This position is hybrid, with three days in the Rockville office and two remote days, and periodic additional in-office work may be required. Travel to annual meeting and other occasional travel required.

Application Process: Please submit a resume, cover letter, and any relevant supporting documents to careers@asbmb.org. In your cover letter, please address your qualifications and experience in relation to information outlined above as well as salary expectations. To learn more about ASBMB, please visit www.asbmb.org. We thank all applicants for their interest, however, only those selected for an interview will be contacted. ASBMB is an equal opportunity employer. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.