



## JOB DESCRIPTION

**Position Title:** Director, Communications

**Department:** Communications

**Report To:** Vice President, Communications

**FLSA:** Exempt

**Last Revision Date:** 2024 02 01

**Job Summary:** The Director, Communications, working with other departments and the VP, Communications, will help develop and execute all facets of the Association for Accessible Medicines' (AAM) strategic education and advocacy communications plan. The Director oversees the organization's content development, generation and review, and is responsible for identifying, cultivating and maintaining relationships with key journalists and is a steward of all efforts to elevate the Association's share of voice. The Director also assists with marketing planning and digital marketing initiatives to support AAM brand-building, membership, meetings and advocacy, as well as development and promotion of graphics and infographics.

### **Essential Duties and Responsibilities:**

- Manage or assist with all aspects of the strategic communications plan in collaboration with other AAM departments and the VP, Communications.
- Be a trusted resource while cultivating strong and sustained relationships with journalists covering the industry and its issues.
- Coordinate AAM interviews while being responsible for proactive and reactive statements.
- Identify opportunities to communicate AAM positions and messaging to journalists, policymakers and other important stakeholder groups.
- Develop messaging materials for different platforms, including graphics, letters, op-eds, talking points, social media posts, press releases, and media advisories.
- Manage association's education, advocacy and membership content, including development, review and dissemination.



- Engage, coordinate and program activities of AAM's Communications Working Group, the committee comprising communications professionals from member companies.
- Help manage external agencies and tech providers to provide the planning and execution of digital marketing and communications to support association objectives.
- Manage social media profiles and web assets and ensure social media strategy and content marketing align with the association's brand voice and priorities.
- Lead the production of AAM's annual advocacy report and ongoing patient testimonials.
- Define and measure key performance indicators (KPI's) to inform budget allocation across paid acquisition channels and ensure company-wide visibility and efficiency.
- Collaborate with AAM's Communications team to develop email newsletters and promote, blogs, social media, podcasts and other public-facing communications.
- Collaborate with AAM's Government Affairs, Policy, and Sciences & Regulatory teams to develop advocacy communications targeting lawmakers and regulators and build a network of grassroots supporters.
- Collaborate with AAM's Membership and Operations department and Meetings department to develop AAM's membership marketing and meetings strategy along with supporting collateral materials, e-mail messages, social media, and web content to recruit, retain and engage association members.
- 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 public affairs and writing for advocacy
- Excellent writing and editing skills; ability to produce high quality written content on deadline
- Exceptional prioritization, organizational and project management skills for timely implementation of projects involving multiple functions and external resources
- Ability to work in a collaborative environment and accomplish tasks with self-direction and provide exemplary customer service
- Ability to work creatively, flexibly, and quickly while maintaining high work standards
- Fluent computer skills, including graphics, social media planning tools, basic video and audio editing, website management tools, and use of Microsoft Office, along with the willingness to learn additional software and AI tools
- Demonstrated facility with and affinity for various social media channels

- Use of search engine marketing, search engine optimization, segmentation and automation in the context of marketing plans to achieve targeted objectives
- Familiarity with data analytics platforms, tagging, reporting and translating insights

**Education and Experience Requirements:**

- Bachelor's Degree required; related field desired (e.g. Communications, Journalism, Public Relations, English, Government, Policy, Pharmacology, etc.)
- 5+ years of experience in the field of communications or marketing
- Experience in a health care related, pharmaceutical or Association setting, highly desirable
- Experience successfully working with outside firms and vendors (including PR, design, web development and media planning and buying)
- Regulatory, legislative, or governmental experience a plus

**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:** up to 15%