



## **AUTM Marketing Manager:** **\$62,000-\$72,000**

**Location:** Remote

**Duration:** Full Time, Monday-Friday

**Travel:** Approx. 4 trips per year

**Reports to:** AUTM Senior Marketing & Communications Director

**The Marketing & Communications Manager** provides editorial oversight and project management for AUTM Promote activities. Works to increase awareness and access and help meet overall organizational strategic and revenue targets, while ensuring information is fresh, compelling and relevant.

**The Manager creates buzz and promotes sales/engagement through these programs/tasks:**

- Manages *Insight* newsletter (published biweekly) by writing unique, original content and soliciting writers for columns.
- Creates *Insight* editorial calendar to include advertisements, events and other relevant pieces.
- Runs weekly Call for Content meeting with members of various teams, including Membership and Meetings.
- Provides writing, editing and the deployment of all AUTM emails with a focus on automation, where appropriate. This includes Membership and Meetings content.
- Focuses on improving engagement with new and existing audiences, including use of new platforms and more effective management of current contacts and segments.
- Creates sponsored content emails (2-3 per quarter).
- Provides generalized marketing and communications support.
- Works with team to provide scripts, PowerPoints, programs copy, signage copy and email marketing for the AUTM Annual Meeting.
- Provides writing and committee support for the AUTM Better World Project.

### Specifically, the manager:

- Provides writing, editing, review, design guidance and consistent tone for the AUTM audience, maintaining an editorial calendar and working with staff, volunteers, subject matter experts and tech transfer labs/offices for content.
- Prepares, polishes and refines content to make it meaningful and relevant to the selected audiences.
- Works with the AUTM Webmaster to post stories, events, logos and media on the AUTM website as required in the appropriate sections to promote events, services and various Member benefits.
- Gathers metrics quarterly and shares analysis of email performance. Uses data to improve communication products.
- Works with the AUTM Business Development Manager to manage sponsored content through direct mailings while documenting engagement and ensuring annual revenue targets are on track.
- Ensures AUTM content is free of all errors, from grammatical and spelling to math (if appropriate) and design formatting.
- Keeps consistent adherence to professional writing standards and style guide throughout.
- Updates relevant projects in Asana for the team to track progress for the Promote team.

Initiative	% Workflow*	Notes
Manages <i>Insight</i>	25%	
Editorial Support	30%	
Annual Meeting Support	10%	
Email Support	25%	
Generalized Support	10%	