



Position: Communications Manager

Organization: AAI (American Association of Immunologists)

Location: Rockville, MD

Are you a passionate communicator with an interest in science and immunology?

The Communications team at the American Association of Immunologists are looking for a new Communications Manager to lead on science, press and membership communications. Working with the Communications Director, you will help shape how we communicate with the public the importance of immunology research, the functions of the immune system, and the evidence behind complex immunology-related topics that impact society. Through a combination of web content and media relations, we aim to put AAI on the map as a recognized and trusted source.

This is an exciting time to join AAI as we start work on a new Communications Strategy aimed at deepening engagement with members, attracting new ones, and raising our, and the field of immunology's, profile in the media and with the public. We're looking for a strong science writer with experience communicating with a lay audience and a knack for spotting a great story. If you have experience working with journalists, writing press releases and pitching stories, even better.

The ideal person will have a science background (Masters or Ph.D) with in-depth knowledge of immunology. However, demonstratable experience writing engaging and compelling content based on complex scientific research would be accepted in lieu of a degree.

If this sounds like you, we'd love to hear from you! If you think you meet most but not all the listed qualifications and characteristics, we strongly encourage you to apply. Please send a cover letter and resume to jobs@aai.org.

Key Duties and Responsibilities:

- Support the implementation of AAI's overarching communications strategy as defined by the Director of Communications.
- Working with the Director of Communications and AAI's Public Communications Committee, lead on the editorial process to write, edit, commission and publish engaging scientific content about immunology and immunology research for a lay audience.
- Drive innovation in science communications by identifying and developing new ways to engage a variety of audiences in science.
- Support AAI's evolving media relations strategy, including writing and drafting press releases, pitching, building relationships with journalists, and securing media coverage and op-ed opportunities.
- Write and edit a variety of materials including web content, social media copy, articles, press releases, newsletters and e-mails to support work across the organization.
- Identify rich content from within the organization; and use this to write, edit, design and deliver engaging content for distribution across a variety of communications channels.
- Support the Communications team with production of the quarterly AAI Newsletter.
- Support communications for the AAI annual meeting, summer courses and other activities.
- Collaborate closely with Marketing to track efforts across social media calendar, email marketing calendar, and website content calendar.

- Measure communication effectiveness and report on data to suggest opportunities for optimization and improvement, including media monitoring.
- Helping to maintain AAI's website content and growth, including supporting the strategy and development of new website features in collaboration with Marketing and IT.
- Work with senior staff to identify, propose, and develop innovative means of engaging AAI members, nonmember scientists in adjacent fields, attendees, authors, and more
- Assist Director of Communications with managing budgets related to campaigns and accurately record spend.
- Other duties as assigned.

Qualifications and characteristics:

Education

- Bachelor's degree in communications, biological science or related fields.
- Preferred: Post-graduate degree in a biological science or immunology-related field. Significant, proven experience with communications related to biological sciences and/or immunology accepted in lieu of post-graduate degree.

Experience

- 5+ years of experience developing and leading content production that supports an organization's strategic needs.
- 5+ years of experience writing engaging and accurate content about scientific subjects for a lay audience.
- Experience with media relations, including writing press releases and securing media coverage.
- Knowledge of communication best practices, including SEO and accessibility.
- Knowledge of MailChimp, HootSuite, and WordPress desired.
- Familiarity with creating and executing communication strategies in support of an organization's goals and of individual programs and services.

Characteristics

- Position requires confident, communicative individual able to encourage and work with others.
- Commitment to DEAI, broadly defined, and a high degree of self-awareness and transparency.

About AAI:

The American Association of Immunologists (AAI) is seeking an accomplished individual to fill the newly established position of Communications Manager. AAI is at a pivotal juncture in its illustrious history, with a firm commitment from its leadership to deepen engagement with existing members and attract new ones. AAI's strategic vision also includes a new commitment to inform the public about immunology and raise AAI's, and the field's, profile with the public.

The American Association of Immunologists (AAI) is one of the world's largest organizations of immunologists and scientists in related disciplines. Our mission is to improve global health and well-being by advancing immunology and elevating public understanding about the immune system. AAI members are responsible for some of the most significant biomedical discoveries of the past century, including the development of life-saving cancer immunotherapies, antibody therapies, transplant technologies, and vaccines. We support scientists across the field of immunology through knowledge dissemination, community building, advocacy, and public outreach.

Reporting Structure:

The Communications Manager for AAI will report directly to the Director of Communications and will function within the Membership & Engagement Department. The Communications Manager will work collaboratively across the organization's various departments and with our Public Communications Committee, to develop engaging and inspiring content.

To Apply:

Please send a cover letter and resume to jobs@aai.org

AAI is dedicated to building a team of professional that is as diverse as our members. AAI is proud to be an Equal Opportunity Employer.

AAI cares about its employees, and offers a benefit package designed to attract, reward, and retain talented individuals who are committed to excellence in everything they do.

AAI 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.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

AAI currently is working a hybrid office schedule with staff coming into the office two days a week with the ability to work remotely from home three days a week.