American Association of Pharmaceutical Scientists
Job Description

Job Title: Web Content Manager
Department: Knowledge Management
Reports To: Director, Knowledge Management
FLSA Status: Exempt

Position Summary
The American Association of Pharmaceutical Scientists (AAPS) in Arlington, VA, a professional scientific society, seeks a Web Content Manager.   The Web Content Manager is responsible for building and executing a web strategy, based on the strategic plan, program priorities and marketing plans, for AAPS. The Web Content Manager manages the day-to-day operations of the AAPS website, including revising and developing content using AAPS Style Guidelines, best practices and AAPS's goals and priorities. The Web Content Manager advises staff on strategies to achieve program goals, and is responsible for editing, and approving website updates. The Web Content Manager also works closely with consultants as necessary to troubleshoot, maintain, and revise website content and components.

Essential Duties and Responsibilities:

Editorial/Content Management
- Create and execute the web strategy for AAPS;
- Manage website day-to-day, including creating, revising and posting content;
- Manage graphic and text content changes/additions including display ads, promos, banners, rotating messages, catalogs, photos, videos;
- Monitor marketing strategy development, and develop and execute website's role in supporting marketing goals;
- Work closely with the marketing team to identify, develop, and post images and select content for website;
- Advise staff teams to determine needs, advise on solutions, and develop plans, while monitoring required deadlines;
- Provide excellent customer service to members in a professional, customer-service oriented manner;
- Identify new content opportunities, while exploring ways to repurpose existing content throughout the site;
- Monitor website traffic, responding to website feedback, and implementing changes to the site's layout and content based on website analytics and usability testing;
- Maintain and grow knowledge of platforms and systems and best practices in web management and association management.

Information Technology
- Liaise with IT systems experts internally and with consultants on technical aspects of the systems used to house and maintain the content;
- Employ website best practices for both end user and in-house content contributor;
- Assess and report on performance of website through Google analytics data and user feedback.

Authority
Has authority and decision making capabilities for daily and mid-level web site updates.   Works with department director on high level decisions that affect the entire site, all site visitors or all members. Other authorities as assigned by the director.

Qualifications
- Proven project management experience and success.
- Proven success managing cross-departmental web projects.
- Excellent time management skills.
- Ability to analyze google analytics to set goals, track progress and report results.
- Expertise in editing and proofreading following specific style guidelines.
- Excellent customer service.
- Clear understanding of web-based marketing and marketing principles.
- Accomplished in Web design and Web content management systems.
- Skilled in working with HTML, CSS, and JavaScript.
- User knowledge of web development tools such as HigherLogic, Dreamweaver, WordPress.
- Experience with iMIS is helpful but not required.
- Strong writing and editing skills, with strict attention to detail.
- Ability to think outside the box.

Education and/or Experience
- Bachelor's degree required (English, Journalism, Communication, Publishing, New Media Studies, or comparable degree preferred).
- Minimum of three to four years of experience in managing a website.
- Minimum of four years Project Management experience.

Physical Demands
Majority of work is performed on a personal computer sitting at a desk for long periods of time throughout the day. Light lifting of boxes (up to 25 lbs.) and travel to the AAPS Annual Meeting or additional meetings as required.

Work Environment
Work is performed in a fast-paced, high volume, detail oriented environment. The work environment is a moderately open one with a combination of offices and cubicles. The noise level will vary from quiet to loud. Some travel is required.

Interested candidates should send a cover letter, resume and salary requirements to hr@aaps.org. The subject line should read "Web Content Manager".