

ASSISTANT DIRECTOR FOR MARKETING

The American Academy of Actuaries is seeking an experienced marketing professional to serve as its Assistant Director for Marketing. The successful candidate will work with the Director of Communications and members of the senior staff to:

- Develop and execute targeted marketing programs intended to build the brand awareness of the Academy beyond the actuarial community;
- Execute and create marketing projects, including the development of marketing messages, collateral materials and advertising, [online](#) materials and any other marketing materials intended to leverage public policy initiatives and other association objectives; and
- Develop campaigns that will raise the Academy's profile through proactive positioning, data management, and project follow-up activities, including performing basic research on issues, key thought leaders, and professional trends.

Position requirements include:

- Five to seven years' work experience in a for-profit or nonprofit organization;
- College degree in Marketing, Public Relations, or Communications;
- Excellent writing, editing, time management, and organizational skills;
- A penchant for strategic thinking and multitasking;
- Advanced skills in MS Word and PowerPoint, with working knowledge of MS Excel and databases; and
- A working knowledge of InDesign and/or Photoshop will also be beneficial.

The successful candidate will be a self-starter with strong interpersonal skills.

The Academy offers a professional and intellectually challenging work environment, competitive compensation, and comprehensive benefits.

Please send your resume with a cover letter and salary requirements to: HR Director, American Academy of Actuaries, 1850 M Street NW, Suite 300, Washington, DC, 20036; Fax (202) 872-8301; or Email HR@actuary.org.

In advance of any application, please familiarize yourself with our work by visiting our website at www.actuary.org.