

ASSISTANT DIRECTOR FOR MARKETING

The American Academy of Actuaries seeks an experienced marketing professional to serve as its Assistant Director for Marketing. The successful candidate will report to 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. Will execute and create marketing projects, including the development of marketing messages, collateral materials, and advertising, on-line materials and any other marketing materials intended to leverage public policy initiatives and other association objectives. 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.

Five to seven years work experience in a profit or non-profit organization. College degree in Marketing, Public Relations or Communications required. Excellent writing, editing, time management and organizational skills. Strategic thinker and multi-tasker, with the ability to practice sound financial management skills and budget expertise. Requires a self starter with strong interpersonal skills. Advanced skills in MS Word and PowerPoint, with working knowledge of MS Excel and databases; knowledge of InDesign and/or Photoshop a plus.

The Academy offers a competitive compensation and comprehensive benefits, located near Metro. Send resume with cover letter and salary requirements to: HR Director, American Academy of Actuaries, 1850 M Street, NW, Suite 300, Washington, DC, 20036; Fax (202) 223-0442; or Email HR@actuary.org. View our Website at www.actuary.org.