American Society of Nuclear Cardiology (ASNC)

POSITION TITLE: Marketing Manager

DEPARTMENT: Marketing and Membership

LOCATION: Fairfax, VA

FLSA CLASSIFICATION: Exempt

POSITION STATUS: Full-Time

DATE OF REVISON: August 2026

REPORTS TO: Director of Marketing and Operations

SUPERVISES: N/A

Position Summary

The American Society of Nuclear Cardiology (ASNC) seeks a strategic, collaborative, and results-oriented Marketing Manager to lead integrated marketing initiatives that grow membership, increase participation in educational programs and events, strengthen engagement with the nuclear cardiology community, and support revenue goals. This role combines strategy with hands-on execution and is responsible for translating organizational priorities into coordinated audience-centered campaigns across email, web, social media, digital advertising, and other channels.

The Marketing Manager will partner closely with Membership, Education, Meetings, Publications, and leadership; use data to improve performance; maintain consistent brand standards; and help advance ASNC's marketing technology, segmentation, and automation capabilities.

Primary Functions and Responsibilities

Marketing Strategy and Campaign Management

- Develop and execute integrated marketing strategies and annual campaign plans that support membership acquisition and retention, educational offerings, conferences, webinars, certifications, publications, products, and other ASNC priorities.
- Lead all stages of campaign development, including goal setting, audience segmentation, messaging, channel strategy, creative development, production calendars, launch, measurement, and optimization.
- Balance multiple concurrent campaigns and establish clear timelines, roles, deliverables, and approval processes across departments.

Membership and Engagement Marketing

- Work with the Director of Marketing and Operations to strengthen recruitment, onboarding, engagement, renewal, and retention programs using lifecycle marketing and targeted member communications.
- Develop compelling value-proposition messaging for members, prospective members, volunteers, committees, chapters, and other priority audiences.
- Use member and customer data to identify engagement opportunities, personalize outreach, and improve participation and dues revenue.

Digital Marketing and Content

- Plan and execute digital campaigns across email, web, social media, paid media, search, and emerging channels.
- Write, edit, and oversee production of clear, persuasive marketing content for email, websites, landing pages, social media, print, video, and promotional collateral.
- Manage website and CMS content in partnership with internal stakeholders, ensuring accuracy, timeliness, usability, accessibility, and strong conversion pathways.
- Apply SEO, SEM, testing, and conversion optimization practices to improve campaign reach and performance.

Marketing Operations, Analytics, and Technology

- Build audience segments, automated journeys, campaign workflows, and testing plans using ASNC's email, CRM/AMS, and marketing technology platforms.
- Establish campaign KPIs and dashboards; analyze results using Google Analytics 4, platform reporting, Excel, and other tools; and provide actionable recommendations to leadership and program teams.
- Maintain data quality, campaign documentation, marketing calendars, templates, and repeatable processes that improve efficiency and scalability.
- Monitor marketing trends, emerging technology, accessibility standards, and AI-assisted tools, recommending practical improvements for ASNC.

Brand, Collaboration, and Vendor Management

- Serve as a steward of ASNC's brand, ensuring consistent visual identity, voice, messaging, and quality across communications and campaigns.
- Collaborate with staff, volunteer leaders, committees, subject-matter experts, and external partners to gather content and align marketing efforts with organizational goals.

Required Skills and Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field, or an equivalent combination of education and relevant experience.
- 7+ years of progressively responsible marketing experience, including ownership of multi-channel campaigns and measurable results.
- Demonstrated experience with integrated marketing, email marketing, content development, audience segmentation, campaign management, and performance analysis.
- Excellent writing, editing, presentation, and verbal communication skills, with the ability to adapt messages for distinct professional audiences.
- Strong project management skills and demonstrated ability to prioritize, organize, and deliver high-quality work in a fast-paced, small-team environment.
- Proficiency with Microsoft Office and experience using web analytics, email marketing, CRM and/or AMS, CMS, and social media management tools.
- Experience with an association management system (AMS) such as re:Members, netFORUM, Nimble AMS, or Fonteva.
- Ability to interpret data, identify insights, communicate results, and adjust campaigns based on performance.
- Strong relationship-building skills, sound judgment, attention to detail, and a collaborative, member-service mindset.
- Ability to travel approximately 1-3 times per year.

Preferred Qualifications

- Experience working for a membership association, medical society, healthcare organization, or other mission-driven nonprofit.
- Knowledge of membership recruitment, renewal, retention, volunteer engagement, committees, conferences, continuing education, and non-dues revenue.
- Hands-on experience with marketing automation, Google Analytics 4, Google Ads, LinkedIn Ads, Meta Ads, WordPress, SEO/SEM, and dashboard reporting.
- Familiarity with web accessibility standards, customer journey mapping, personalization, conversion optimization, and responsible use of AI-assisted marketing tools.

Core Competencies

Strategic Thinking	**Integrated Campaign Leadership**	**Member and Customer Focus**
Writing and Storytelling	**Data-Driven Decision-Making**	**Cross-Functional Collaboration**
Project and Priority Management	**Brand Stewardship**	**Technology Fluency**
Adaptability and Initiative	**Relationship Building**	**Attention to Detail**

Success Measures

- Growth in member acquisition, renewal, retention, and engagement.
- Increased registrations, participation, and revenue for ASNC programs, products, and events.
- Improved campaign performance, including email engagement, web conversion, paid media efficiency, and audience growth.
- Consistent, timely, and high-quality execution of integrated campaigns across departments.
- Improved use of segmentation, automation, analytics, and documented marketing processes.

About ASNC

The American Society of Nuclear Cardiology is a professional membership organization dedicated to advancing excellence in cardiovascular imaging and improving patient care. ASNC serves physicians, scientists, technologists, trainees, and other professionals through education, advocacy, quality initiatives, research, standards, and community engagement.

ASNC is an equal opportunity employer and values a diverse, inclusive, and collaborative workplace.