American Academy of Family Physicians:  
Copywriting Manager  
Monday - Friday, 37.50 hours per week  
Additional hours as needed  
Approximately 5-10 days travel per year  

SUMMARY OF RESPONSIBILITIES:  
The Copywriting Manager leads the copywriting efforts within the Marketing division and works collaboratively with other Marketing functions to develop integrated campaigns for AAFP programs generating approximately $40 million. This includes print promotional materials, web copy, email communications, and event signage. This position is responsible for leading a copywriting team, managing the voice and brand of the AAFP, and supporting a creative environment,  
The Copywriting Manager works closely with Copywriters, Marketing Strategists, Designers and the Design and Print Manager in the development of marketing campaigns for events, products, services and membership of the AAFP.  
As a manager, this position is responsible for managing and developing staff in the department as well as monitoring and improving marketing processes in support of the goals of the division, its partners, and the organization.  

REQUIREMENTS:  
Bachelor’s degree in journalism, marketing or related field, and at least six years copywriting experience in integrated marketing. Strong creative skills and an analytical marketing mind; experience managing creative teams; superior writing and editing skills; understanding of creative process and its relationship to creative output; deep knowledge of brand management and integrated marketing; excellent time-management skills-proven ability to work on multiple projects at any given time necessary. Applicant must have a strong creative portfolio, including web.  

Contact Information:  
Apply online at https://aafp.silkroad.com. Minorities are encouraged to apply.  
posted (10/7/2013)  

By Phone, Fax, or Mail  
Telephone: 800-274-2237  
or 913-906-6000  
913-906-6075 fax  

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