Association of American Medical Colleges

Chief Communications and Marketing Officer

Position Specification
POSITION SPECIFICATION

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<th>Position</th>
<th>Chief Communications and Marketing Officer</th>
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<tr>
<td>Company</td>
<td>AAMC (Association of American Medical Colleges)</td>
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<tr>
<td>Location</td>
<td>Remote, Washington, D.C., Metro</td>
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<tr>
<td>Reporting Relationship</td>
<td>David J. Skorton, MD – President and CEO of the AAMC</td>
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<tr>
<td>Website</td>
<td><a href="https://www.aamc.org/">https://www.aamc.org/</a></td>
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THE OPPORTUNITY

The AAMC (Association of American Medical Colleges) invites nominations and applications for the position of chief communications and marketing officer (CCMO). The AAMC is seeking a forward-thinking CCMO who will join the executive leadership team and report directly to the president and CEO, David J. Skorton, MD, a visionary and energetic leader who is deeply passionate and enthusiastic about the future of academic medicine and health care.

Working in collaboration with the entire leadership team and the AAMC Board of Directors, the CCMO will lead the development, oversight, and implementation of a comprehensive communications and marketing program to support the AAMC’s policy priorities, industry reputation, crisis communications, brand management, and marketing campaigns. The successful candidate will partner across the entire organization to elevate the AAMC’s voice and influence on issues affecting the “health of people everywhere,” through the creation of innovative materials and programs in support of advocacy campaigns, member-focused communications, and other opportunities to engage in public discourse relevant to health.

The CCMO will ensure the coordination and consistency of all communications across all key partner groups, including the leadership team, AAMC employees, the media, regulators, members, partners, and the general public. The CCMO will regularly consult with and advise members of the AAMC’s senior leaders and unit leaders on all organizational communications matters to ensure strategic alignment, consistency of message, and coordination and timing of communications. Additionally, the CCMO will be responsible for leading all marketing initiatives across the association through traditional and digital media channels, including brand positioning, new product development, and marketing campaigns and communications.

The CCMO will be responsible for the strategy and daily operations of the communications and marketing cluster, a strong and dedicated team of nearly 60 staff, including five direct reports. The association is seeking a leader who has proven abilities to drive employee engagement and promote growth and development, as well as a demonstrated commitment to diversity, equity, and inclusion. This individual will closely collaborate with members of the leadership team, including the chief public policy officer, chief diversity and inclusion officer, chief services officer, and chief health care officer, among others.

The AAMC has built a collaborative environment of leaders in academic medicine, research, health care, and innovation. The organization is excited to invite a senior communications and
marketing executive who has the energy and transformative ability to help them build on the existing foundation and continue to be a leading association.

**BACKGROUND INFORMATION**

The AAMC leads and serves the academic medicine community to improve the health of people everywhere through medical education, health care, medical research, and community collaborations. Its members represent all 156 accredited U.S. medical schools; 14 accredited Canadian medical schools; approximately 400 teaching hospitals and health systems, including Department of Veterans Affairs medical centers; and nearly 80 academic societies. Through these institutions and organizations, the AAMC leads and serves America’s medical schools and teaching hospitals and the millions of individuals across academic medicine, including more than 191,000 full-time faculty members, 95,000 medical students, 149,000 resident physicians, and 60,000 graduate students and postdoctoral researchers in the biomedical sciences. Following a 2022 merger, the Alliance of Academic Health Centers and the Alliance of Academic Health Centers International broadened the AAMC’s U.S. membership and expanded its reach to international academic health centers. The AAMC collaborates with its members and their community partners to make progress toward health equity, prevent and address public health crises, and ensure all people can get the care they need from a diverse, inclusive, and culturally responsive physician workforce.

The AAMC is a trusted provider of valuable services, data, and resources for aspiring doctors, medical students, residents, and professionals in academic medicine. For more than a century, the AAMC has played a significant role in the continuum of educational and career development for health professionals – from contemplation of a career in medicine and application to medical school, to preparation for residency, to leadership as an attending physician, until retirement. The AAMC touches the lives of physicians, medical schools, hospital systems, and patients and their communities.

The AAMC is a 501(c)(3) non-for-profit association with a staff of nearly 800 employees and an annual operating budget of approximately $250 million.

Learn more at [www.aamc.org](http://www.aamc.org)
LEADERSHIP AND STRATEGIC PLAN

The president and CEO of the AAMC is David J. Skorton, MD. Dr. Skorton began his leadership at the AAMC in July 2019 after a distinguished career in government, higher education, and medicine. Dr. Skorton personally led the AAMC strategic planning team, which included members of the AAMC Board of Directors and the AAMC leadership team. The most recent AAMC strategic plan was released on Oct. 27, 2020. The process began with a comprehensive scan of the environment (the "Environmental Scan") to identify challenges and opportunities affecting society; patients, families, and communities; health care and academic medicine; associations and nonprofits; and the AAMC itself. Upon completion of the Environmental Scan and analysis, the AAMC mission and vision statements were defined:

**Mission:** The AAMC leads and serves academic medicine to improve the health of people everywhere.

**Vision:** A healthier future through learning, discovery, health care, and community collaborations.

The strategic planning team formulated 10 bold plans for action to prepare for the immediate post-pandemic world and work toward improvements in our educational, research, health care, and community collaboration systems to better prepare for a healthier future. The strategic plan also established two new entities within the AAMC: the AAMC Research and Action Institute and the AAMC Center for Health Justice.

**AAMC Strategic Action Plans:**

1. Strengthen the Medical Education Continuum for Transformed Health Care and Learning Environments
2. Extend the AAMC’s Leadership Role in Helping Students Progress Through Their Medical Professional Journey Focusing on Inclusivity
3. Equip Medical Schools and Teaching Hospitals and Health Systems to Become More Inclusive, Equitable Organizations
4. Increase Significantly the Number of Diverse Medical School Applicants and Matriculants
5. Strengthen the Nation’s Commitment to Medical Research and the Research Community
6. Enhance the Skills and Capacity of People in Academic Medicine
7. Improve Access to Health Care for All
8. Advance Knowledge Through the AAMC Research and Action Institute
9. Launch the AAMC as a National Leader in Health Equity and Health Justice
10. Adapt the AAMC to the Changing Needs of Academic Medicine

For more information on our strategic plan, visit [click here](#).
AAMC and EDI

The AAMC is committed to equity, diversity, and inclusion (EDI) across all sectors of academic medicine and the communities served by its constituents. The AAMC has developed strategic initiatives to cultivate a diverse and culturally prepared workforce, advance inclusion excellence, imbue equity-mindedness, and enhance engagement with local communities.

Racism impacts all aspects of academic medicine, from inequitable medical school admissions policies to inadequate care of patients of color. In response to this, the AAMC has developed a framework that outlines concrete steps we will take to address structural racism across all fronts. For more information on this effort, click here.

Ongoing EDI initiatives in the academic medicine community include efforts focused on:

- Underrepresentation in Medicine
- Unconscious Bias
- Sexual and Gender Harassment
- Action Collaborative for Black Men in Medicine
- Population Health Education
- Promising Practices to Improve Hispanic Health

For comprehensive information on all our EDI initiatives, click here.

ADVOCACY AND POLICY

The AAMC works with policymakers and other leaders to advance policy priorities that strengthen the nation’s health and well-being. Through policies that affect health care delivery, research, education, health equity, and more, the federal government is a key partner in sustaining the vitality of the nation’s academic medicine ecosystem, which is essential to improving the health of all. Areas of priority for the AAMC include research, health care, education, and community collaborations.

Routinely, the AAMC provides its analysis of the impact of federal policies through congressional testimony, comment letters to Capitol Hill and federal agencies, and the full spectrum of earned, owned, and other media placements. Press outlets frequently seek out data and analyses the AAMC generates and the perspectives of thought leaders at the AAMC and among the AAMC’s membership. Additionally, the AAMC Action Community, a digital grassroots network of students, residents, researchers, faculty members, and physicians, engages regularly in advocacy on legislative priorities vital to the academic medical centers and the patients, families, and communities they serve.

KEY RESPONSIBILITIES

The CCMO will shape and implement a visionary strategic communications plan in support of the AAMC’s mission to strengthen the nation’s overall health and well-being while advancing public understanding and support of academic medicine and its significant contributions to America’s health. They will collaborate across the organization internally to achieve enterprise-wide strategic goals and meet the dynamic needs of member organizations. Key responsibilities include:

- Leads the AAMC’s strategic communications strategy, including developing innovative materials and techniques to support advocacy communications campaigns and member-focused communications. Ensures the coordination and alignment of the communications
and marketing cluster with other AAMC clusters and work units.

- Maintains leadership and responsibility for overall functions within communications and marketing, including five main areas of focus: digital, executive communications, marketing, operations, and strategic communications.

- Leads, motivates, and empowers a high-performing communications and marketing team to ensure a cohesive collaboration and partnership. Identifies and develops skills and competencies. Serves as a mentor and fosters personal and professional development opportunities that provide opportunities for all to grow and thrive in their careers. Builds a culture of diversity, equity, inclusion, and collaboration.

- Oversees development and management of a comprehensive AAMC marketing strategy to drive engagement and brand awareness for the mission and impact of the organization.

- Leverages cutting-edge tools including social media platforms, strategic and advocacy communications campaigns, public opinion research, marketing strategy, brand and reputation management, and digital and print publishing to elevate the AAMC’s reach and provide rich engagement opportunities for members.

- Serves as the chief communications counselor to the AAMC president, leadership team, and Board of Directors. Identifies critical issues and trends that could impact the AAMC, its members, the broader industry, and the nation’s health. Addresses and proactively responds to those issues and keeps senior management and the Board fully apprised of new developments.

PROFESSIONAL EXPERIENCE AND QUALIFICATIONS

The CCMO will be an experienced communications and marketing executive who understands the critical importance this role plays in positioning the AAMC as a thought leader, advocate, and powerful influencer of issues impacting members and being a service provider to medical students and residents. Accordingly, the CCMO must embrace the ideas, policies, vision, and mission of the organization.

The ideal candidate will be a strong and confident leader, with a minimum of 12-15 years of integrated marketing communications experience in an organization of similar scale and complexity. Demonstrated leadership capabilities, business-savvy judgment, and a strategic orientation combined with solid marketing acumen is desired.

Required professional experience and qualifications include:

- A demonstrated capacity to envision, develop, and implement a successful and comprehensive communications and marketing program across myriad audiences, preferably in a nonprofit, a health organization, academic medicine, or a national membership organization.

- A thorough understanding of, and specific experience in, developing and implementing branding and strategic communications plans in both traditional and new media.

- A track record of creative and entrepreneurial management; the ability to build, lead, mentor, and motivate staff to function as a strong and cohesive team; and the ability to support growth and change in both people and programs.

- Experience providing strategic communications counsel to executive leadership and a board of directors.
• Superb organizational and written and oral communications skills, strong knowledge of and appreciation for digital media, and demonstrated experience in managing communications during crisis situations.

• Exceptional judgment, a reputation for integrity and discretion, and the ability to think strategically and deliver tactically.

• A bachelor’s degree is required, and an advanced degree is preferred.

Critical Leadership Capabilities:

• **Values Differences:** Recognizes the value different perspectives and cultures bring to an organization. Fosters a culture that encourages and supports diversity and inclusion. Learns from others who have different perspectives, backgrounds, and/or styles.

• **Drives Engagement:** Understands the power that partnership and open and transparent communication can have when building cohesive and high-functioning teams. Instills in others the importance of collaboration and accountability in order to create alignment and ensure everyone has the tools they need to deliver exceptional results across the entire organization.

• **Develops Talent:** Places a high priority on developing others. Develops others through coaching, feedback, exposure, and stretch assignments. Aligns employee career development goals with organizational objectives. Encourages people to accept developmental moves.

• **Collaborates:** Builds partnerships and works collaboratively with others to meet shared objectives. Exemplifies collaborative leadership by inviting a wide variety of perspectives to the discussions. Builds a culture of collaboration and teamwork across organizational boundaries.

• **Strategic Mindset:** Sees ahead to future possibilities and translates them into breakthrough strategies. For example, explores future scenarios and possibilities to help the organization respond to change and shape the future. Revisits and updates strategies in response to evolving environmental dynamics and organizational needs.

• **Balances Key Partners:** Anticipates and balances the needs of multiple key partners. For example, optimizes decisions across the varied needs of internal and external key partners. Speaks clearly about the need for the organization to adhere to strong ethics and show cultural savvy when working with internal and external key partners.

• **Ensures Accountability:** Holds self and others accountable to meet commitments. For example, measures and tracks the team's and their own performance and helps the team learn from success, failure, and feedback. Adheres to, and enforces, goals, policies, and procedures.

• **Enterprise Mindset:** Puts the needs of the overall organization first, making decisions based on the greater good. Speaks up and makes tough decisions in service of organizational needs. As a leader with an enterprise mindset, pushes beyond the group and divisional needs, breaking down siloed thinking to produce results that benefit the organization. May still advocate for team and domain needs where
COMPENSATION

The AAMC offers excellent benefits. Compensation arrangements are competitive and commensurate with both experience and achievement.

NOMINATIONS AND APPLICATIONS

The AAMC has retained the services of the executive search firm Korn Ferry. Applicants should submit the following documents (in two separate PDFs):

1) An up-to-date and detailed résumé or curriculum vitae.

2) A personal statement (two to three pages) describing your interest in the role of chief communications and marketing officer with the AAMC, why you believe you would be successful in the CCMO role based on your professional and/or lived experience, and why now is a good time for you to consider the opportunity.

For priority consideration, please submit all application materials as soon as possible. The two PDF documents should be sent directly to becky.graham@kornferry.com.

KORN FERRY CONSULTING TEAM

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Equal Employment Opportunity: The Association of American Medical Colleges (AAMC) is an Equal Opportunity/Affirmative Action Employer. The AAMC is committed to the policy of an equal employment opportunity in recruitment, hiring, career advancement, and all other personnel practices. The AAMC will not discriminate on the basis of race, color, sex, national origin, religion, age, marital status, personal appearance, sexual orientation, gender identity or expression, family responsibilities, matriculation, political affiliation, genetic information, disability, past or current military service, or any other legally protected characteristic.
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