

Job Description

Title: Scientific Communications & Engagement Strategist			
Reports to:	<i>Director of Marketing</i>	FLSA Classification:	Exempt
Department:	<i>Marketing & Communications</i>	Pay Range:	\$61,800-\$92,700

Job Summary:

The Scientific Communications & Engagement Strategist serves as the organization's lead scientific communicator, translating complex scientific and conference content into clear, engaging narratives for scientific audiences. This role combines science communication expertise with modern marketing strategy to advance the organization's mission, strengthen brand voice, and increase awareness, participation, and community connection across platforms.

The position oversees the full content lifecycle – planning, writing, editing, publishing, and promotion – and helps build and nurture online communities that support ongoing engagement. Strong editorial judgment, creativity, and the ability to make technical information accessible are essential. The role also contributes to overall marketing strategy by providing audience insights, identifying emerging topics, and sharing performance learnings to improve content reach and effectiveness.

Duties & Responsibilities:

Content Strategy & Planning

- Develop and maintain a cross-channel content calendar that defines seasonal content mix (thought leadership, informational, invitational); aligns content with organizational priorities, campaigns, scientific trends and community interests; and advances Keystone Symposia's AEO positioning.
- Create and maintain annual collateral calendar, overseeing collateral development with designer.
- Ensure brand consistency in messaging, tone, and visual presentation.

Online Community Development & Management

- Lead organic social media strategy, implementation, and daily engagement in alignment with brand story.

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- Build and nurture online events and communities that extend brand storytelling and connection.
- Identify and activate ambassadors (Fellows, speakers, organizers, influencers)
- Support development of new community-based initiatives (e.g., KS Careers)

Blog Editor & Writer

- Serve as primary writer for the KeyPoint blog (published twice monthly) and supporting quarterly newsletter issues.
- Translate complex scientific information into engaging, accessible stories.
- Apply SEO/AEO best practices and keyword strategies.
- Edit and polish content for clarity, accuracy, and brand alignment.
- Manage editorial workflow, deadlines, and contributor assignments.
- Publish and promote content across platforms.
- Track performance and use insights to refine editorial approach.

Partnerships, PR & Thought Leadership

- Support press releases, media pitches, and organizational announcements.
- Lead influencer development and activation and manage content collaborations with journalists and media partners to amplify reach and credibility.
- Oversee sponsor activation strategy, messaging and deliverables.

Collaboration & Creative Coordination

- Work closely with Director of Marketing, Digital Marketing Manager, and scientific leadership to ensure messaging alignment.
- Manage contractors (blogger, designer, video/photo) and interns to meet content-related needs.
- Draft internal- and external-facing communications, templates and documents related to specific department and content needs.
- Route content for review and approval.
- Other duties as assigned.

Supervisory Responsibilities:

- Contractor oversight.

Required Skills & Abilities:

- Ability to:
 - Understand and translate scientific technical content.

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- Work independently while fostering positive, collaborative relationships within the department and across the organization
- Proactively identify opportunities and recommend thoughtful solutions
- Exceptional writing, editing and storytelling skills and strong editorial judgment.
- Strong understanding of brand and brand story.
- Experience with social media strategy, analytics, and community engagement.
- Experience managing contributors and coordinating workflows.
- Highly organized, collaborative, and adaptable.

Education & Experience:

- Master's degree in a life sciences discipline.
- 3-5 years of experience in Communications, Journalism, Marketing, or related field.

Physical Requirements:

- Prolonged periods sitting at desk working on a computer.

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