

Job Description: Communications and Marketing Coordinator

Job title	<i>Communications and Marketing Coordinator</i>
Reports to	<i>Manager, Public Engagement, Marketing and Member Communications</i>

Job purpose

ASHG is seeking a Communications and Marketing Coordinator, who will coordinate, execute, monitor, and measure the Society's marketing and communications efforts under the direction of the Manager, Public Engagement, Marketing and Member Communications. The individual should be an excellent writer and have experience in social media and web posting. The ideal candidate will be a team player who is energetic, organized, creative, and self-motivated to join our busy marketing and communications department.

Duties and responsibilities

- Marketing and promotion
 - Help develop marketing campaigns for various programs and events, as well as membership
 - Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and maintaining uniformity
 - Help develop marketing collateral for Society programs and membership that aligns with Society programs
 - Review and ensure quality of marketing distribution lists, create lists as needed
 - Take the lead in analyzing and reporting email, website and social media analytics take corrective action when needed
- Communication and content
 - Write articles and other member communications for multiple channels
 - Assist in keeping ASHG's website copy up to date on a weekly basis
 - Manage database of articles for publications
 - Work with staff and subject matter experts to develop relevant, meaningful content and maintain Society content strategy and web standards
 - Assists in the coordination of meetings with committees and working groups
- Media relations
 - Write press materials
 - Assist in maintaining media list and scientific experts list
 - Assists with assembling press kits and organizing press events for ASHG Annual Meeting
 - Assists in staffing on-site press room at ASHG Annual Meeting
- Public Engagement and Education
 - Assist in coordination of public engagement and education programs, including annual DNA Day Essay Contest, GENE Network, and online events (such as Reddit forums and webinars).
 - Assist in coordinating ASHG's presence at educational meetings
 - Assist with sourcing and adding new content to Discover Genetics page

Qualifications

- Bachelor's degree and at least 2 years' experience in communications, marketing, advertising, or related field
- Excellent writing skills, with an emphasis on writing for digital platforms
- Highly driven and results oriented
- Strong interpersonal skills and excellent customer service required

- Ability to manage multiple projects and meet deadlines on time
- Knowledge or experience working with Email Solution Providers (e.g., HubSpot, Higher Logic or Magnet Mail)
- Some knowledge of HTML, PHP and Java Script preferred

Working conditions

Day shift hours primarily, with travel to ASHG Annual Meeting required. 37.5 hours a week, non-exempt.

Physical requirements

This position requires sitting (90%), standing (5%), and walking (5%). It requires computer work involving extensive use of keyboard, mouse, and monitor; and occasionally requires lifting materials of approximately 20 lbs. Day shift hours primarily, with travel to ASHG Annual Meeting required.

Approved by:	<i>Kara Flynn</i>
Date approved:	<i>June 7, 2021</i>
Reviewed:	<i>June 7, 2021</i>

Ideally, a job description should be reviewed annually and updated as often as necessary.