ASHG
Communications and Marketing Coordinator

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<thead>
<tr>
<th>Job title</th>
<th>Communications and Marketing Coordinator</th>
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<td>Reports to</td>
<td>Manager, Public Engagement, Marketing and Communications</td>
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<tr>
<td>FLSA Status</td>
<td>Non-Exempt</td>
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**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 Communications. The individual should be highly organized, an excellent writer, and have experience in social media and web governance. The ideal candidate will be a team player who is energetic, creative, and self-motivated to join our busy marketing and communications department.

**Duties and responsibilities**

- **Marketing and Promotion**
  - Assist with developing marketing campaigns for various programs and events, as well as membership.
  - Coordinate and execute e-mail campaigns, meeting deadlines, following timelines, and maintaining uniformity.
  - Assist with developing 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.

- **Communications Content and Website Governance**
  - Write articles and other member communications for multiple channels.
  - Maintains 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.
  - Assist in the coordination of meetings with committees and working groups.

- **Media relations**
  - Write press materials.
  - Assist in maintaining media list and scientific experts list.
  - Assist with assembling press kits and organizing press events for ASHG Annual Meeting.
  - Assist in staffing on-site press room at ASHG Annual Meeting.
  - Monitor and distribute press requests and media stories related to the field.

- **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 1-2 years’ experience in communications, marketing, advertising, or related field.
- Excellent writing skills, with an emphasis on writing for digital platforms.
• Excellent organizational skills and attention to detail; ability to manage multiple projects and meet deadlines on time.
• Ability to organize, prioritize, and coordinate tasks in a flexible manner to address changing needs.
• Highly driven, results oriented, and able to work independently.
• Strong interpersonal skills and excellent customer service required.
• Knowledge or experience working with Email Solution Providers (e.g., Higher Logic/Magnet Mail), MS Office (Outlook, Word, Excel, PowerPoint)
• Some knowledge of WordPress preferred.

Location

The position is hybrid with the office located in Rockville, Maryland.

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: Evelyn Mantegani
Date approved: August 9, 2023
Reviewed: Christine Glover Machado

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