**Position Title**
Digital Marketing Coordinator

**Status**
Non-exempt

**Reports to (Position)**
Deputy Director of Society Management Services & Marketing

**Department**
Society Management Services & Marketing

**Date**
03/17/2015

---

**PRIMARY FUNCTION**

Coordinates the day-to-day operation of marketing, business development, and advertising across FASEB departments. Develops and designs marketing materials, promotions, email campaigns, e-newsletters, advertising copy, annual reports, brochures, etc. with a focus on digital media/ mediums. Administers the dissemination of digital campaigns via the web, email software, and social media. Performs market research and reporting to ensure target goals are met for campaigns. Assists with contracted client projects ranging from email campaigns, publication layout and design, communication schedules, marketing plans, etc. Performs other marketing/advertising activities as directed.

---

**MAJOR DUTIES AND RESPONSIBILITIES**

- Designs/Writes/Edits/Coordinates the creation of digital marketing materials, promotions, email campaigns, e-newsletters, press releases, advertising copy, and other online communications as needed; coordinates the placement of these materials, media swaps, and other online ads as needed; tracks online statistics, develops reports, and provides them to stakeholders upon request.

- Performs market research and competitive market analysis to aid in copy development and ad placement.

- Oversees FASEB social media platforms and post approved social media messages across platforms; monitors member/client society web pages and works with web administrators to maintain updated pages.

- Maintains the content and functionality of the FASEB website through coordination with other departments; administers the general email boxes for FASEB; liaises with departments to provide the appropriate response within 2 business days or refers inquiry to department to respond.

- Maintains the content and functionality of the FASEB mobile app through coordination with other departments.

- Books approved exhibitions and arranges for travel, hotel, decoration, shipping, and lead retrieval within budget; travels and exhibits at various meetings and events as FASEB’s ambassador, knowledgeable on all departments and service lines.

- Designs/Writes/Edits/Coordinates the production of print marketing materials, annual reports, brochures, and other print communications as needed.

- Coordinates onsite meetings, drafts agendas and reports as requested, and prepares materials as needed.

- Assists in the development and implementation of marketing plans, strategies and promotions for FASEB and its various service lines; performs other marketing/advertising duties as directed.

---

Positions may be reassigned and responsibilities may be modified or changed at any time to fulfill organizational requirements.
**REPORTING RELATIONSHIPS**

<table>
<thead>
<tr>
<th>Supervision Received</th>
<th>Position Titles of Direct Reports</th>
<th>No. Supervised by</th>
</tr>
</thead>
<tbody>
<tr>
<td>O General Guidance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>X Managerial Direction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Direct Supervision</td>
<td></td>
<td></td>
</tr>
<tr>
<td>O Immediate Supervision</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRINCIPAL WORKING RELATIONSHIPS**

**Internal:**
- **Deputy Director of Society Management Services & Marketing**
- **Deputy Executive Director of Operations**
- **AdNet Sales Staff**
- **Department Heads**
- **Client Relations Managers**
- **Meetings Managers/Coordinators**

**Department:**
- **Society Management Services & Marketing**
- **Executive Office**
- **Society Management Services**
- **All**
- **Society Management Services**
- **Office of Scientific Meetings & Conferences**

**Purpose:**
- Receive guidance/direction.
- Receive direction. Obtain, provides or exchanges information.
- Obtain, provides or exchanges information.
- Obtain, provides or exchanges information.
- Obtain, provides or exchanges information.
- Obtain, provides or exchanges information.

**External:**
- **Society Executives**
- **Publications Management**
- **Advertising clients**
- **Account Representatives (vendors)**

**Organization:**
- **Society Management Services & Marketing**
- **Client Societies**
- **Outside companies**
- **Various**

**Purpose:**
- Obtains, provides or exchanges information.
- Obtains, provides or exchanges information.
- Obtains, provides or exchanges information.
- Gives direction or instructions.

**POSITION SCOPE**

<table>
<thead>
<tr>
<th>Area/Item</th>
<th>Annual Measure</th>
<th>Area/Item</th>
<th>Annual Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Coordinate minimum of 5 projects per year</td>
<td>Exhibits</td>
<td>3-5</td>
</tr>
<tr>
<td></td>
<td>Coordinate minimum of 50 email blasts per year</td>
<td>Marketing pieces (total)</td>
<td>5-10</td>
</tr>
</tbody>
</table>

**MINIMUM QUALIFICATIONS**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Subject/Major</th>
<th>Skills</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor’s Degree or equivalent combination of education and marketing experience</td>
<td>Marketing, Advertising, Business or Communications</td>
<td>Marketing</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Oral and Written Communication</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Design Software(Adobe Creative Suite)</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Interpersonal</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Customer Service</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ability to Handle Multiple Projects</td>
<td>Expert</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ability to Meet Deadlines</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Market Research/Analysis</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Layout and Design</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Initiative</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MS Office Suite</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Data Base Management</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Organizational</td>
<td>Proficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sales</td>
<td>Novice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HTML Coding</td>
<td>Novice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Media Platforms</td>
<td>Novice</td>
</tr>
</tbody>
</table>

**Experience**

Minimum of 3 years marketing experience. Knowledge of non-profit association operations desired. Must be able to multi-task, communicate well, and have good judgment. Experience developing and implementing marketing campaigns using new media and social media platforms a plus.

Travel required.

**COMPLETED BY:** Name_________________________  Position_________________________  Date______________________

**APPROVED BY:** Name_________________________  Position_________________________  Date______________________