**Position Title:** Communications and Marketing Assistant  
**Organization:** The American Society of Human Genetics (ASHG)  
**Location:** Bethesda, Maryland (note: office will be moving to North Bethesda/Rockville in mid-2018)  
**Status:** Non-exempt, 37.5 hours/week  
**Reports to:** Director of Communications and Marketing  
**Department:** Communications and Marketing

**Position Summary:**  
ASHG is seeking a Communications and Marketing Assistant to support its growing emphasis on content creation and promotion of society programs to various audiences, including members, annual meeting attendees, early-career scientists, and others in the human genetics community. The ideal candidate will be detail-oriented, digitally savvy, and interested in working with the scientific research community.  
Note: this is a new position.

**Responsibilities and Duties:**

- **Marketing and promotion (30%)**
  - Assists with implementation of program-specific marketing plans  
  - Assists with planning and logistics for conference exhibit booths, including promotional items, print materials, and staff instructions  
  - Coordinates placement of ads in ASHG’s journal, *The American Journal of Human Genetics*, and other outlets  
  - Contributes to discussions of marketing strategies and exploration of new channels

- **Communication and content (30%)**
  - Drafts and posts content for website, blog, email blasts, and other society channels  
  - Copyedits and proofreads print and online content  
  - Tracks web analytics and uses results to inform development of new content  
  - Works with IT department to coordinate website updates and email blasts

- **Social media (15%)**
  - Monitors media clips, scientific news outlets for content relevant to genetics community  
  - Drafts and queues content for general and trainee-specific channels

- **Media relations (15%)**
  - Monitors interview requests and other press inquiries  
  - Maintains media list and scientific experts list  
  - Assists with assembling press kits and organizing press events for ASHG Annual Meeting  
  - Staffs on-site press room at ASHG Annual Meeting

- **General departmental tasks such as scheduling, compiling and reporting information, and responding to email inquiries (10%)**

- **Software and platforms used:** MS Office (Outlook, Word, Excel, PowerPoint); DreamWeaver; Wordpress; Social media (Facebook, Twitter, Hootsuite, Instagram, LinkedIn); Google Analytics; PowToon video platform; Membership database
Skills and Qualifications:
- Bachelor’s degree and 1+ years experience in communications, marketing, advertising, or related field
- Familiarity with MS Office, social media, web analytics
- Ability to handle multiple projects and meet deadlines
- Exceptional verbal and written communication skills
- Experience with science and/or nonprofit professional societies, a plus
- Experience with photography, podcast, and/or video production, a plus
- Experience with email marketing software a plus

Primary Working Relationships:

<table>
<thead>
<tr>
<th>Position</th>
<th>Department/Organization</th>
<th>Purpose</th>
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</thead>
<tbody>
<tr>
<td>Director of Communications and Marketing</td>
<td>Communications and Marketing</td>
<td>Receives guidance and direction</td>
</tr>
<tr>
<td>Web Designer</td>
<td>IT</td>
<td>Coordinates projects and exchanges information</td>
</tr>
<tr>
<td>Journal Staff</td>
<td>AJHG and Cell Press</td>
<td>Coordinates projects and exchanges information</td>
</tr>
</tbody>
</table>

Working Conditions:
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.

EOE

www.ashg.org