



## POSITION DESCRIPTION

### General Information

Position title	<b>Marketing Assistant</b>
Status	<b>Non-Exempt, 37.5 Hours</b>
Reports to (title)	<b>Director of Marketing and Communications</b>
Department	<b>Marketing and Communications (MarComm)</b>
Date	<b>May 25, 2018</b>

### Primary Function

<p>Provide overall marketing support to the Marketing and Communications (MarComm) Department in the development and implementation of the marketing and promotional strategy for various American Physiological Society (APS) programs, products, and services.</p>
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### Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	<b>Collaborates on the design and/or production of various APS departments' promotional projects that cross-promote relevant programs. Helps monitor, track, and report on related initiatives.</b> Must have strong design experience to assist in working with relevant APS departments to develop, design, write, proof, edit, and produce promotional materials including print, online, and email collateral. Main departments include Development, Education, Membership, Meetings, Publications, and Science Policy at varying levels of support.	25%
1	<b>Supports the preparation of the APS exhibits program for multiple meetings including the Society's annual meeting.</b> Contacts tradeshow vendors to coordinate show services. Helps organize, pack, and ship items. Also, coordinates the packing of materials for APS conferences and chapter meetings. Attends the APS annual meeting and represents APS at the exhibit booth. Serves as back up to represent APS as an exhibitor at other meetings as needed.	25%
2	<b>Coordinates paid and filler advertising for all APS publications and platforms.</b> Serves as liaison to facilitate paid and filler ad placements. Creates and organizes ad deadlines, materials, and resolves production issues. Creates and provides filler/house ads as needed for print and online journals as well as house ads on other APS channels.	15%
2	<b>Monitors and updates the Google Grant program and ads.</b> Maintains APS grant status. Installs ads, updates the campaigns, monitors the activity, and reports the stats on a regular basis.	15%
3	<b>Handles the operations of the APS MarComm merchandise and promotional giveaway items.</b> Researches, designs, and orders products/giveaways. Coordinates logistics, promotes, processes, and fulfills orders. Organizes, monitors, and reports on all sales and inventory.	10%
3	<b>Provides general Department and Society support.</b> Ensures the accuracy of APS information listed in media directories, organizes shared storage space, orders supplies, troubleshoots equipment problems, etc. Organizes the department's activities, provides administrative support, and gives design/graphic services/guidance to other departments as needed.	10%



Position titles of direct reports	# in position	# supervised by direct reports	
		Exempt	Non-exempt
N/A			

Knowledge & Skills	Indicate the <b>minimum</b> education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the <b>minimum</b> proficiency required: A= Novice; B= Proficient; C=Expert		
	Check those which apply	Subject or major field of study	Skill (Specify equipment/system)	Minimum Proficiency	
		High school		AMS/Personify database	A
		Prof/technical		Knowledge of life sciences	A
		College courses		Knowledge of English grammar, punctuation, proofreading/editing, spelling	B
	X	Bachelor's degree	Marketing, Business, or related field	Computer and technical skills (e.g. Microsoft Office Suite)	B
		Master's degree		Communication and interpersonal skills (written and oral)	C
	X	2-3 years related experience		Organizational skills and time management	C
			Graphic Skills (Adobe Acrobat Suite including InDesign and Photoshop)	C	
			Multi-tasking and adaptability	C	

Decisions	Give two or three examples of decisions you make or actions you may take without prior approval.	Ordering office supplies. Producing and packing meeting materials (for exhibits, chapters, etc.). Troubleshooting databases and software. Providing design support and guidance.
		Give two or three examples of decisions you refer to a higher authority.

Guidelines	Indicate any special policies, formal procedures, or precedents that guide your work.	APS Core Values. Marketing "best practices." MarComm Brand Style Guide. Informz Standard Operating Procedures. Personify Standard Operating Procedures.
		Indicate the work that requires you to apply the greatest amount of judgment.

Challenges	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	Managing multiple departments needs simultaneously. Prioritizing the Society and department needs.
		Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.



APS Internal and External Relationships	Position	Department/Organization	Purpose
	Director	APS Marketing and Communications	Day-to-day operations/oversight and instructions from director. Information exchange.
	Various staff	APS Marketing and Communications	Produce promotional collateral. Provide design guidance. Exchange information about cross-promotional campaigns.
	Directors and various staff	APS Departments	Create and produce promotional collateral. Provide design guidance. Exchange information.
	Executive Director and Assistant/s	APS Executive Office	Create and produce some promotional collateral. Obtain advice and guidance. Give instruction and exchange information.
	Various staff	APS Business Office	Obtain advice and guidance regarding accounting issues. Give instruction and exchange information.
	Various staff	APS IT Department	Exchange information. Give and receive instructions and solutions.

Working Conditions	<p>This position requires sitting (80%), standing (5%), and walking (15%). Additional physical requirements are as follows</p> <ul style="list-style-type: none"> <li>• Requires lifting materials of approximately 20-25 lbs.</li> <li>• Often requires computer responsibility which involves extensive use of keyboard, mouse, and monitor.</li> </ul>
	<p>Work Environment/Conditions:</p> <ul style="list-style-type: none"> <li>• Dayshift hours primarily.</li> <li>• Travel and other work related assignments on weekends.</li> </ul>