



The American Society for Pharmacology and Experimental Therapeutics

Position Title: Marketing and Communications Coordinator

Status: Non-Exempt, 37.5 Hours

Date: November 28, 2018

Reports to: Director of Marketing

Primary Function: Support the Society's communications efforts, including but not limited to, social media, quarterly magazine, email newsletter, email marketing, and online community to build awareness and engagement for ASPET with key constituents.

Duties and Responsibilities:

Social Media:

- Manages and maintains ASPET's social media platforms such as Facebook, Twitter, LinkedIn, blogs, YouTube, and Wikipedia.
- Plans and implements social media campaigns to increase member involvement and market ASPET's activities in coordination with the marketing team.
- Monitors new/changing social media platforms and technology and establishes an ASPET presence on other social media sites, as needed.

Quarterly Magazine:

- Coordinates production of the quarterly magazine, *The Pharmacologist*, including, but not limited to, collecting and creating content, planning and tracking work of staff and freelance contributors, collecting graphics and permissions for articles, creating and implementing production timelines and approval processes, proofreading, and editing for clarity, accuracy, consistency of message, presentation, and style.
- Works closely with graphic design vendor to ensure proper layout and quality of publication and coordinates all communications with graphic designer.
- Creates email blasts, social media posts, and web content for each issue of *The Pharmacologist*.

NewsBrief Email Newsletter:

- Edits and coordinates production of the email newsletter, *ASPET NewsBrief*, including but not limited to, collecting content and creating and implementing production timelines and approval processes.

- Writes, edits, and proofs copy, articles, associated web pages and other materials for content clarity, accuracy, consistency of message, presentation, and style.
- Designs and lays out the email newsletter using an email template to deliver a quality e-newsletter to members.

Email Marketing:

- Works with Director of Marketing, other key staff members, and society leaders to create and produce emails related to all society activities and programs.
- Maintains internal communications calendar.

Online Community:

- Works closely with Director of Marketing in planning for and implementing an online community engagement platform.

Other Marketing:

- Works with Director of Marketing to implement marketing campaigns for all society programs and initiatives.
- Contributes and assists with the coordination of the overall marketing and communications plan, including working with all ASPET staff to communicate activities and opportunities to members and stakeholders.
- Maintains image and photography library for marketing and communications use for web and print.
- Tracks and reports on email and social media analytics on a monthly and annual basis.
- Participates in marketing team meetings to discuss, strategize and create marketing communications plans and improvements.
- Travels to Annual Meeting and other meetings as needed to market society activities.
- Other duties as assigned.

Skills and Qualifications:

- 2+ years of experience in marketing and communications. Experience developing, coordinating, and implementing effective online and electronic marketing communications
- Expert knowledge of Facebook, LinkedIn, Twitter and other forms of social media, including Facebook Insights, Hootsuite, and other analytical tools.
- Knowledge in email platforms, production of e-newsletters/magazines, and proficiency with MS Office suite.
- Must have the initiative to prioritize, manage, and coordinate multiple assignments with tight timelines and budgets.
- Must have strong written and oral communication, proof-reading, editing skills, attention to detail, and excellent organization and project management skills.

- Must have the ability to communicate with staff, vendors, and members and must be comfortable working as part of a team.
- Knowledge in online communities, design software such as InDesign and Photoshop a plus.
- College courses with relevant work experience required. Bachelor's degree in a related marketing or communications field preferred.
- Some travel may be required.