



Job Title: Marketing and Communications Specialist

Status: Full time (37.5 hours/week), Non-exempt

Reports to: Marketing and Communications Director

Salary Range: \$55,000 to \$70,000 per year

Location: Work is primarily performed in the AMP office in Rockville, Maryland. Telecommuting up to three days a week may be granted after an onboarding period but is not guaranteed.

Travel: Position may require overnight travel (1 time a year; up to 7 days)

OVERVIEW

The **Marketing and Communications Specialist** crafts and deploys print, digital and social media campaigns promoting the Association for Molecular Pathology's mission, educational and clinical resources, peer-reviewed journal, events, programs and partners. The specialist reports to and works closely with the Director of Marketing and Communications. AMP is a collegial and fast-paced environment. Staff are self-motivated, creative and enthusiastic. This is a great opportunity for a professional eager to broaden their marcomm experience while working with a small but mighty mission-oriented team.

RESPONSIBILITIES

- Collaborates with internal and external representatives to fully understand their marketing and communication needs.
- Drafts and proposes multichannel campaigns to engage members and others in AMP programming and partner activities.
- Executes and analyzes results of executed campaigns.
- Fulfills orders from AMP's Digital Products Catalog (such as website retargeting, newsletter advertising and promotional emails) and conducts promotional trades with partners.
- Writes, edits, designs and deploys e-newsletters.
- Crafts, schedules and reports on the impact of social media campaigns.
- Updates existing content and creates new content for AMP.org and microsites.
- Maintains consistent branding (look and messaging) across platforms.
- Other duties as assigned.

SKILLS

- Excellent writing, editing and proofreading — and a willingness to have your work both substantively and copy edited.
- Familiarity with Associated Press style (or willingness to learn and enforce).
- Ability and eagerness to communicate scientific and medical matters in writing and multimedia.
- Ability to prioritize and accomplish multiple projects (large and small) and meet multiple deadlines in a fast-paced environment.
- Social media know-how and savvy (organic and paid).
- Proficiency in Microsoft Office programs.
- Proficiency in e-mail management systems (AMP uses iContact).
- Proficiency in graphic design (AMP uses Adobe Creative Suite and Canva).
- Experience with Web content-management systems (AMP uses Mura) and basic HTML.



- Strong technological skills with the ability to quickly learn new software to accomplish organizational objectives.
- Ability to shoot and edit still photography and video is a plus.
- Demonstrated ability to establish and maintain positive working relationships and keep a professional demeanor when under pressure.

EDUCATION AND EXPERIENCE

- Bachelor's degree, preferably in journalism, communications, marketing, business or biomedical science.
- Two years of experience in journalism, marketing, communications, public relations or science writing.
- Nonprofit or association experience is a plus.

BENEFITS

This is a full-time, non-exempt position. AMP offers competitive salary and excellent benefits, including 403(b) retirement with employer contributions and immediate vesting, insurance (medical, dental, vision, life, short- and long-term disability), free parking and professional-development opportunities.

LOCATION

The AMP office is conveniently located in Rockville, Maryland, and our office building offers free shuttle service from North Bethesda station on Metro's Red Line. Telecommuting up to three days a week may be granted after an onboarding/transition period but is not guaranteed.

TO APPLY

For more information and to apply, visit <http://www.faseb.org/careers>. Please send a cover letter with salary requirements and resume. Applications will be considered on a rolling basis and the position will remain open until filled. If an accommodation is needed to complete the application process, please contact FASEB's Human Resources Department at resumes@faseb.org.

AMP is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

ABOUT AMP

The Association for Molecular Pathology (AMP) was founded in 1995 to provide structure and leadership to the field of molecular diagnostics. AMP's more than 3,000 members work in academic and community medical centers, government and industry. They are medical professionals, scientists, lab directors, basic and translational researchers, technologists and trainees.

For information on the Association for Molecular Pathology (AMP), please visit: <https://www.amp.org/>