

# AMERICAN SOCIETY OF HUMAN GENETICS

## Position Description

Position Title	Status	Reports to (Position)	Department	Date
Marketing Manager	Exempt	Director of Finance and Operations	ASHG	04/27/2017

### PRIMARY FUNCTION

The position will focus on market analysis, program marketing, brand management, and the creative implementation of tactics to meet the organization's strategic and revenue objectives.

### MAJOR DUTIES AND RESPONSIBILITIES

- Responsible for developing, implementing, and managing marketing activities designed to support ASHG's membership recruitment and retention, annual meeting attendance, and participation in other ASHG programs that affect a wide audience, as directed.
- Develops and monitors the marketing activities budget.
- Tracks, analyzes, and reports on results of marketing strategies/tactics; uses these results to evaluate effectiveness and propose modifications.
- Serves as lead administrator for the CRM database and determines relevant data to store, report, and monitor for management, Board, and committees.
- Manages ASHG membership benefit programs such as discount publications.
- Manages content in the members-only web portal and on public membership web pages.
- Assists in conducting market research and developing marketing strategy; leads efforts to implement marketing strategy.
- Manages society mailing lists and uses email marketing software to develop effective marketing campaigns that target relevant audiences.
- Leads efforts to develop a cohesive and marketable ASHG brand and develops unified marketing themes.
- Manages and implements promotional tactics and campaigns for ASHG core customers that include the use of traditional mailings, social media, email, periodical advertising, and other relevant mediums.
- Creates promotional materials for ASHG booths at other meetings (ACMG, ESHG, others as needed) and represents ASHG at these booths (requires ~8% travel).
- Other duties may be required or assigned to match organizational needs.

**MINIMUM QUALIFICATIONS****Education & Experience**

Bachelor's degree with marketing emphasis.

5+ years of experience in marketing required.

Must have experience with CRM software (SalesForce-based CRM experience preferred), experience using email marketing software such as Informz, Real Magnet, or similar systems, and familiarity with web analytics and social media marketing tools.

Must have the ability to coordinate and lead group marketing efforts.

**Skills/Level**

Verbal & Written Communication Skills      Expert

Technical Marketing Skills      Expert

CRM Software      Expert

Email Marketing Software      Expert

Attention to Detail      Expert

Organizational Skills      Expert

CMS/Web Page      Proficient

Editing

Budget Development      Proficient

Web Analytics      Proficient

Social Media      Proficient