



POSITION DESCRIPTION

Position title	Marketing Assistant	
General description	Provide overall marketing support to the Marketing and Communications Department in the development and implementation of the marketing and promotional strategy for various American Physiological Society (APS) programs, products, and services.	
Grade level/type	Full-Time, Non-Exempt	
Reports to (title)	Director of Marketing and Communications	
Department	Marketing and Communications (MarComm)	
Completed by	Veronica Purvis	
Approved by	Martin Frank/Korn Ferry (Hay Group)	Date: June 21, 2017

Major Duties and Responsibilities		
Rank	Duty/Responsibility	Percentage of time
	Collaborate on the design and/or production of various APS departments' promotional projects. Help monitor, track, and report on related initiatives. Strong design experience needed 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 as needed.	
1	Support the preparation of the APS exhibits program for approximately 10-15 meetings annually. Help organize and pack the majority of the materials required for each show. Contact tradeshow vendors to coordinate show services and rentals as needed. Coordinate the packing and delivery of items to each trade show location. Also coordinate the packing of materials for APS chapter meetings and conferences. Attend EB annual meeting and represent APS at the main exhibit booth. Serve as back up to represent APS as exhibitor at other meetings on an as needed basis.	25%
1	Handle the operations of the APS Store using Personify. Coordinate logistics of online and offline store inventory. Help to research and order store products. Upload images, process payments, refunds, and fulfill store orders. Track store activity, sales revenue, and handle customer service. Analyze store purchases to determine profitability and make recommendations on discounting and/or discontinuing products. Communicate with the Accounting and IT departments to solve any processing issues involving the ordering/reporting system through Personify. Process orders taken offline (i.e. on-site sales at meetings).	20%
1	Monitor and update the Google Grant program and ads. Maintain APS grant status. Install ads, update the campaigns, monitor the activity, and report the stats on a regular basis.	20%
2	Coordinate paid and filler advertising for all APS publications and platforms. Serve as liaison between advertising firm (FASEB AdNet), journal supervisors and journal printer to facilitate paid ad placements. Create and organize paid ad deadlines, materials, and resolve production issues. Collaborate with FASEB AdNet on media kit information. Create and provide filler/house ads as needed for print and online journals as well as house ads on other APS channels.	15%
3	Execute the sale of the APS membership mailing list. Secure and process payments for list rentals via Personify. Fulfill orders, track order history and sales revenue, process refunds and handle customer service. Implement the ad exchanges and the purchase of other organizations' list rentals (for the purpose of sending APS marketing materials) and create corresponding collateral as needed.	10%
3	Provide general Society support. Ensure the accuracy of APS information listed in media directories, organize shared storage space, order Society and Marketing department supplies, troubleshoot equipment problems, etc. Provide design/graphic support and guidance as needed to departments.	10%



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

Knowledge & Skills	Indicate the minimum education level (or equivalent experience) required in your position.		List the skills applicable to your position and indicate the minimum 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 and punctuation	B
	X	Bachelor's degree	Marketing, Business, or related field	Organizational skills and time management	B
		Master's degree		Communication and interpersonal skills (written and oral)	B
	X	2-3 years related experience		Computer and technical skills (Microsoft Office, HTML design)	B
			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.	Personify troubleshooting. Providing design support and guidance. Store order processing and logistics. Meeting packing and organization. Ordering supplies and customer service.
		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. APS bylaws for membership. Personify Standard Operating Procedures. Marketing "best practices." MarComm Brand Style Guide.
		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.



	Position	Department/Organization	Purpose
APS Internal and External Relationships	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 (Conferences, Development, Education, Membership, Publications, Science Policy)	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	Provide accounting support on various marketing projects. 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"> • Requires lifting materials of approximately 20-25 lbs. • Often requires computer responsibility which involves extensive use of keyboard, mouse, and monitor.
	<p>Work Environment/Conditions:</p> <ul style="list-style-type: none"> • Dayshift hours primarily. • Travel and other work related assignments on weekends is possible.