



**Position Title:** Communications and Marketing Assistant

**Organization:** The American Society of Human Genetics (ASHG)

**Location:** Bethesda, Maryland (note: office will be moving to North Bethesda/Rockville in mid-2018)

**Status:** Non-exempt, 37.5 hours/week

**Reports to:** Director of Communications and Marketing

**Department:** Communications and Marketing

**Position Summary:**

ASHG is seeking a Communications and Marketing Assistant to support its growing emphasis on content creation and promotion of society programs to various audiences, including members, annual meeting attendees, early-career scientists, and others in the human genetics community. The ideal candidate will be detail-oriented, digitally savvy, and interested in working with the scientific research community.

Note: this is a new position.

**Responsibilities and Duties:**

- Marketing and promotion (30%)
  - Assists with implementation of program-specific marketing plans
  - Assists with planning and logistics for conference exhibit booths, including promotional items, print materials, and staff instructions
  - Coordinates placement of ads in ASHG's journal, *The American Journal of Human Genetics*, and other outlets
  - Contributes to discussions of marketing strategies and exploration of new channels
- Communication and content (30%)
  - Drafts and posts content for website, blog, email blasts, and other society channels
  - Copyedits and proofreads print and online content
  - Tracks web analytics and uses results to inform development of new content
  - Works with IT department to coordinate website updates and email blasts
- Social media (15%)
  - Monitors media clips, scientific news outlets for content relevant to genetics community
  - Drafts and queues content for general and trainee-specific channels
- Media relations (15%)
  - Monitors interview requests and other press inquiries
  - Maintains media list and scientific experts list
  - Assists with assembling press kits and organizing press events for ASHG Annual Meeting
  - Staffs on-site press room at ASHG Annual Meeting
- General departmental tasks such as scheduling, compiling and reporting information, and responding to email inquiries (10%)
- Software and platforms used: MS Office (Outlook, Word, Excel, PowerPoint); DreamWeaver; Wordpress; Social media (Facebook, Twitter, Hootsuite, Instagram, LinkedIn); Google Analytics; PowToon video platform; Membership database

**Skills and Qualifications:**

- Bachelor’s degree and 1+ years experience in communications, marketing, advertising, or related field
- Familiarity with MS Office, social media, web analytics
- Ability to handle multiple projects and meet deadlines
- Exceptional verbal and written communication skills
- Experience with science and/or nonprofit professional societies, a plus
- Experience with photography, podcast, and/or video production, a plus
- Experience with email marketing software a plus

**Primary Working Relationships:**

Position	Department/Organization	Purpose
Director of Communications and Marketing	Communications and Marketing	Receives guidance and direction
Web Designer	IT	Coordinates projects and exchanges information
Journal Staff	AJHG and Cell Press	Coordinates projects and exchanges information

**Working Conditions:**

This position requires sitting (90%), standing (5%), and walking (5%). It requires computer work involving extensive use of keyboard, mouse, and monitor; and occasionally requires lifting materials of approximately 20 lbs. Day shift hours primarily, with travel to ASHG Annual Meeting required.

**EOE**

**[www.ashg.org](http://www.ashg.org)**