



POSITION DESCRIPTION

General Information

Position title	Marketing Specialist	
Status	Non-Exempt, 37.5 Hours	
Reports to (title)	Director of Marketing and Communications	
Department	Marketing and Communications (MarComm)	
Date	May 9, 2018	

Primary Function

Collaborate with the Director of Marketing and Communications in the development and implementation of the marketing and promotional strategy for various American Physiological Society (APS) programs, products, and services.

Major Duties and Responsibilities

Rank	Duty/Responsibility	Percentage of time
1	Create and execute the development for various APS departments' promotional projects. Implement cross-promotional efforts and promotional strategies as well as monitor relevant metrics, track campaigns, and report on related initiatives. Collaborate 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.	30%
1	Plan and implement the promotion of the APS meeting and conference program. Communicate with the APS Meetings department and vendors to create meeting promotional materials including online ads, email campaigns, brochures, flyers, and ads.	30%
1	Implement the publications marketing initiatives and provide support to the individual editors. Develop and execute campaigns for 15 publications including the APS member newsletters.	30%
2	Implement requirements for APS to exhibit at various meetings and represent APS at multiple shows, including at the annual meeting, to market the Society's programs and publications. Produce the materials required for each show. Contact show vendors to coordinate show services and rentals as needed. Coordinate the packing and delivery of items to each trade show location.	8%
3	Provide general Society support. Provide design/graphic support and guidance as needed to departments. Other related duties as assigned.	2%

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		Knowledge of life sciences	A
	Prof/technical		Knowledge of English grammar, punctuation, proofreading/editing	B
	College courses		Computer and technical skills (Microsoft Office Suite)	B
X	Bachelor's degree	Marketing, Business, or related field and 3+ years of experience	AMS/Personify database	B
	Master's degree		Creative/Graphic Skills (Adobe Acrobat Suite including InDesign and Photoshop)	B
			Reporting and Analytical Skills	C
			Organizational skills and time management	C
			Communication and interpersonal skills (oral & written)	C

Decisions	Give two or three examples of decisions you make or actions you may take without prior approval.	Providing design support and guidance. Ordering supplies and customer service. Troubleshooting AMS database/Personify. Organizing for meeting exhibits.
	Give two or three examples of decisions you refer to a higher authority.	Spending promotional budgets on programs. Deciding on what information and materials to send in campaigns.

Guidelines	Indicate any special policies, formal procedures, or precedents that guide your work.	APS Core Values. Marketing "best practices." MarComm Brand Style Guide. Informz Standard Operating Procedures. Personify Standard Operating Procedures.
	Indicate the work that requires you to apply the greatest amount of judgment.	Ensuring campaigns/content is aligned with goals. Rectifying solutions and customer service issues.

Challenges	Briefly describe the most difficult problems you encounter and complex tasks you perform in your work.	Managing multiple departments needs simultaneously.
	Briefly describe the work which provides the greatest opportunity to use new or different methods or innovative approaches.	The multiple communications channels available require unique approaches that are continuously evolving. The various campaigns that are created allow for creativity. The software used, such as our email marketing, allows for different methods in targeting audiences.



APS Internal and External Relationships	Position	Department/Organization	Purpose
	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	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	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.