



*Do you love helping people transform their leaden prose into engaging copy? Do you have an eye for detail? Serve science using your outstanding writing, editing, and marketing skills with the Genetics Society of America!*

**Position Title:** Communications Assistant

**Location:** East Liberty, Pittsburgh, PA

**Status:** Exempt, part-time up to 25 hours/week; opportunity for full-time in 2019

**Reports to:** Communications Director

**Department:** Communications

## **PRIMARY FUNCTION**

Supports the Communications Department by writing and editing content, monitoring and reporting web stats, and suggesting and implementing marketing and communications strategies.

## **MAJOR DUTIES AND RESPONSIBILITIES**

### **WRITING AND EDITING**

- **Collaborate with other staff to write content supporting the Society's communications goals.** You'll help produce a wide variety of content for newsletters, blog posts, blast emails, websites, press releases, adverts, social media, scholarly journal front matter, conference registration programs, conference program books, and annual reports. You must be an excellent writer who writes to deadline and makes it look easy.
- **Provide substantive edits to ensure copy conforms to brand guidelines.** Although program staff and our scientist members serve as subject matter experts, you will play a crucial role in helping them craft their message. You must be comfortable with collaborative editing and have extensive experience in giving and receiving writing feedback.
- **Copyedit content to ensure it conforms to the internal style guide.** We need an excellent copyeditor who loves to produce a polished final product. You should be

comfortable learning scientific style conventions and holding your own in debates about the finer points of grammar.

## **PRODUCTION SUPPORT**

- **Coordinate and schedule collaborative production projects.** You'll keep collaborators and vendors on track and make sure we hit every deadline, including for annual promotional brochures, conference program books, and staff reports for the Board of Directors.
- **Source photos and graphics for GSA content.** You'll collaborate with a designer in the use and layout of graphics, so you don't need to be an expert, but you should have a good visual aesthetic and enjoy selecting images that support our communication goals.
- **Maintain the GSA blog.** You'll need to format new content on the blog, ensure the text, image credits, and metadata are in order, moderate comments, field enquiries, add new users, and maintain the blog user guide.

## **MONITORING AND REPORTING**

- **Monitor and report social media, web, and blast email stats.** Help us track the performance of our content. Familiarity with Google Analytics and spreadsheet applications would be helpful, but it's more important that you enjoy finding insights in data.
- **Manage and implement user testing and feedback.** You'll help us test content and programs with our key audiences. Familiarity with user testing and survey design would be helpful.
- **Manage and monitor Google ads.**
- **Maintain media contacts and media mentions lists.**

## **GENERAL SUPPORT**

- **Maintain departmental process documents.** You'll not only document our workflows, you'll help us develop better ones.
- **Maintain brand guidelines and style guide documents.** Help our style guides remain current.
- **Strategize with Communications Director on campaigns and initiatives.** We love to hear great ideas for how we can do things better.
- **Provide general support to Communications Director in implementation of strategy.** We need someone who can be flexible and independent in handling new projects and using their skills however they are needed.

## SKILLS AND QUALIFICATIONS

### REQUIRED

- Bachelor's Degree in Communications, English, Journalism, Marketing or related field
- At least two years' related experience
- Attention to detail
- Writing and editing skills
- English grammar and spelling
- Ability to meet deadlines
- Ability to work quickly, while maintaining extremely high standards
- Strong organizational, prioritization, and time-management skills
- Ability to work both independently and collaboratively in a fast-paced environment
- Ability to learn new software and online tools
- Ability to adapt to changing situations and priorities
- Ability to make decisions and to solve problems
- Ability to handle confidential information in an appropriate manner
- Familiarity with MS Word, Powerpoint, and Excel

We offer a competitive salary and excellent benefits including a 403(b) pension plan. Applications will require a cover letter, resume and salary requirements.

For more information on GSA, please visit: <http://www.genetics-gsa.org>

EOE