

POSITION DESCRIPTION

1. General Information

Position title	Marketing and Communications Coordinator
Status	Non-Exempt, 37.5 Hours
Reports to (title)	Marketing Manager
Department	Marketing and Communications
Date Posted	September 4, 2018

2. Primary Function

FASEB's Marketing and Communications Department seeks a motivated, multi-tasking individual to support a wide range of activities. The Marketing and Communications Coordinator works closely with the Marketing Manager and Digital Communications Manager on existing projects, and will initiate and lead new ones. The department's responsibilities include program marketing, social media, web content development/maintenance, digital marketing, and graphic design.

3. Major Duties and Responsibilities

Rank (add more as needed)	Duty/Responsibility	Percentage of time
1	Designs/writes/coordinates the marketing and communications materials, promotions, email campaigns, e-newsletters, advertising copy, web copy, and other materials as needed; tracks statistics, develops reports, and provides them upon request.	40
1	Performs market research and competitive market analysis to assist in copy development and ad placement.	5
1	Monitors FASEB/client society webpages and works with web administrators to maintain pages.	5
2	Books approved exhibits and arranges travel, hotel, decoration, shipping, and lead retrieval within budget; travels and exhibits at various meetings and events as FASEB's ambassador, knowledgeable on departments, programs, and service lines.	15
2	Maintains the content and functionality of the FASEB website by coordinating with all departments; administers the general FASEB email box.	15
3	Designs/writes/edits/coordinates the production of print and digital materials, brochures, and other communications as needed.	10
3	Coordinates onsite meetings, drafts agendas and reports as requested, and prepares materials.	5
3	Assists in the development and implementation of marketing and communications plans, strategies, and promotions for FASEB service lines and clients.	5

Incumbent is expected to perform other duties as assigned by their immediate supervisor in support of the organization's goals and FASEB's needs.



4. Direct Reports

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

5. 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, e.g., MS Word, Communication Skills, Customer Service)	Minimum Proficiency
	X	High school		Marketing	C
		Prof/technical		Written/Verbal Communication Skills	C
	X	College courses		Interpersonal Skills and Customer Service	C
	X	Bachelor's degree	Communications, Marketing, or Business degree	Ability to handle multiple projects	C
		Master's degree		Writing/grammar skills	C
	X	2-4 years related	Non-profit association knowledge a plus	Design Applications (Adobe Creative Suite)	B
				Ability to meet deadlines	B
				Market research/analysis	B
			Initiative, attention to detail, organized	B	
			HTML coding, CMS platforms, social media platforms	A	
6. Key Decisions & Guidelines	Give two or three examples of decisions you make or actions you may take without prior approval.		--Drafting marketing communications for FASEB/clients. --Book approved exhibits, arrange travel, etc. within budget.		
	Give two or three examples of decisions you refer to a higher authority.		--Signing vendor contracts. --Resolving conflicts with interdepartmental expectations. --Approvals prior to publishing and disseminating email/newsletters.		
	Indicate any special policies, formal procedures, or precedents that guide your work.		--Brand Style Guide. --Digital Communications Governance Document.		

7. Working Relationships	Position	Department/Organization	Purpose (What is important is the content of these interactions. Describe what happens as a result of these contacts)
	Society Management Services and meetings staff	SMS and OSMC	Exchanges information, plan meetings, review content
	FASEB staff	Financial Services	Manages financial record keeping
	FASEB staff	Conference Center	Plans events and develop meetings
	Executive Officers and staff	Member Societies	Exchanges information, disseminate correspondence
	Board and Committee Members	Member Societies	Exchanges information, disseminates correspondence, coordinates travel expense reimbursement



FASEB

Federation of American Societies
for Experimental Biology

8. 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">• Occasionally requires lifting materials of approximately 20 lbs.• Requires computer work involving 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.