



The American Society for Pharmacology and Experimental Therapeutics

Position Title:	Marketing and Communications Coordinator
Status:	Full-time (37.5 hours/week), Non-Exempt
Date:	July 2024
Reports to:	Director of Marketing and Communications
Salary Range:	\$65,000 - \$75,000
Location:	Rockville, Maryland. ASPET currently operates on a flexible work schedule with options for teleworking; some in-office time is required.

The American Society for Pharmacology and Experimental Therapeutics (ASPET) seeks an enthusiastic Marketing and Communications Coordinator to support the marketing and communications efforts in line with ASPET's mission of supporting the pharmacology profession.

ASPET is a 4,000-member scientific society whose members conduct basic and clinical pharmacological research and work in academia, government, industry, and non-profit organizations. ASPET members conduct research leading to the development of new medicines and therapeutic agents to fight existing and emerging diseases.

ASPET's mission is to be the professional home for educators, students, researchers, healthcare practitioners, and others working to advance pharmacological sciences and increase the impact and influence of this scientific discipline.

Primary Function:

This position will advise on and implement integrated marketing campaigns, including paid/earned media, email marketing, digital advertising, social media campaigns, and other communication channels. Oversees marketing campaign execution to grow awareness, engagement and conversion around journal author publishing; events attendance and abstract submission; member value and benefits; member acquisition, retention and growth; and other ASPET programs and products. Collaborates with ASPET staff and/or leadership to develop and implement marketing campaigns to achieve ASPET's business objectives.

Major Duties and Responsibilities:

Marketing:

- Primarily collaborates with the Publications Department to support the marketing of all ASPET journals that helps increase author submissions for ASPET journals portfolio, increase readership and support segmentation marketing.
- Contributes to multi-platform marketing strategies and planning; oversees campaign implementation, monitoring, optimization, and performance.
- Collaborates with other ASPET departments to plan, execute and define appropriate messaging, audience targeting, distribution and media mix to drive reach, impressions, engagement, and conversion.
- Develops digital and social platform initiatives, including content, marketing performance and audience development.
- Collaborates with the Membership Department to plan and execute promotional efforts to raise awareness of the value of ASPET membership, focusing on growth and retention of ASPET membership.

- Collaborates with the Meetings Department to develop campaigns to raise awareness and registration for ASPET's Annual Meeting and other ASPET events.
- Monitors marketing goals and provides insights around marketing channel health, reach, and performance.
- Advises and helps to develop creative and compelling content across digital media, social, video and offline channels to grow reach, awareness and conversion.
- Develops and manages calendar to support marketing campaigns.
- Develops marketing toolkits and assets for promotional campaigns.
- Tracks and monitors meeting performance expectations and metrics for department and respective budget activities.
- Identifies and creates e-marketing lists for new potential customers, via both cross-selling of current ASPET customers as well as researching audiences relevant to ASPET.
- Provides insight and data to department leaders on best practices and growth strategies.

Communications:

- Contributes and assists with the coordination of ASPET's Marketing and Communications Plan, including working with all ASPET staff to communicate activities and opportunities to members and other stakeholders.
- Works with the Director of Marketing and Communications to support campaigns for all society programs, activities, and initiatives.
- Executes plans that include print, broadcast, and online content utilizing paid, earned, shared and owned content.
- Writes and/or edits copy for MARCOM projects, including advertising, news releases, announcements, statements, publications, and other projects as assigned.
- Assists in creating, reviewing, and updating website content.
- Other duties as assigned.

Skills and Experience:

- At least 3+ years of experience in marketing and communications, preferably for an association or professional society. Experience developing, coordinating, and implementing effective online and electronic marketing communications.
- Expert knowledge of Facebook, LinkedIn, X/Twitter, Instagram, and other forms of social media, including Facebook Insights, Hootsuite, and other analytical tools.
- Knowledge in email platforms, production of e-newsletters/magazines, and proficiency with MS Office Suite.
- Takes the initiative to prioritize, manage and coordinate multiple assignments with tight timelines and budgets.
- Strong written and oral communication, proof-reading, editing skills; attention to detail, and excellent organization and project management skills.
- Interacts professionally and collaboratively on a team.
- Knowledge in online communities, design software such as Canva, InDesign, and Photoshop, a plus.
- Knowledge of podcasts and video production, a plus.
- Bachelor's degree in a related marketing, communications or public relations field preferred. Experience may be substituted for education.
- Travel to Annual Meeting and other meetings is required, typically less than 10%.

Benefits:

This position offers a competitive salary with exceptional benefits that include a 403(b) retirement plan; paid time off; medical, dental and vision insurance plans; flexible spending account; life and short- and long-term disability insurance.

Location:

This position is located in Rockville, Maryland and is in walking distance to the Twinbrook Metro and on major bus lines. ASPET currently operates on a flexible work schedule with options for teleworking; some in-office time is required.

Physical Requirements:

This position is located in an office setting. It requires prolonged periods of remaining stationary. Candidates need to occasionally move about inside the office to access file cabinets, office machinery, etc., and need to be able to move boxes weighing up to 30 lbs. This position will be required to move computer equipment and set up workstations for new employees on occasion. They will constantly operate a computer and other office productivity equipment such as a copy machine and computer printer.

To Apply:

For more information and to apply, visit <http://www.faseb.org/employment>. Please send a cover letter with salary requirements and resume. To learn more about ASPET, please visit www.aspet.org. If an accommodation is needed to complete the application process, please contact FASEB's Human Resources Department at resumes@faseb.org.

ASPET is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.