



JOB DESCRIPTION

Position Title: Marketing & Communications Coordinator

Division: Marketing and Communications

FLSA Status: Non-Exempt

Reports to: Director of Communication

Last Reviewed: March, 2025

BASIC FUNCTION

The Marketing and Communications Coordinator, plays a pivotal role in driving our digital marketing campaigns and communications program to new heights. As a key member of our team, you will support the development and execution of all Association communications, helping to ensure our messages resonate with our audience. You will contribute to the success of our Association's corporate objectives, specifically brand awareness, revenue and membership growth targets.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Digital Communications and Marketing Support

- Works with Marketing Team in HubSpot as a core user. Responsibilities include liaising with staff content creators, drafting and editing copy as needed, creating the layout and disseminating to identified lists. Proofreads and offers suggestions to ensure consistency and alignment with brand voice. This includes stand-alone emails, email campaigns and the Association's three e-newsletters.
- Maintains ADCES email calendar to mitigate list fatigue. Works with Digital Marketing Manager to pull relevant reports to track email performance.
- Works with Marketing and Communication Manager to schedule ADCES podcast episodes. Once complete, publishes episodes and executes the promotional plan.

Social Media Support

- Coordinates the Association's day-to-day social media program including responding to comments, creating and scheduling posts, following other accounts to share relevant content and identifying opportunities to promote and share ADCES content.
- Works with Marketing and Communications Manager, Marketing and Communications Specialist and other ADCES departments to ensure relevant information is shared on social media.
- Manages consistency of messaging throughout social media platforms.

Content Creation

- Supports the organization's communications and outreach goals through content creation, which could include short-form videos, podcast episodes, blog posts, web content, social posts, among others.

Journal Support

- Works with Director of Communications and Content Strategy and Marketing and

Communications Manager and on the bi-monthly *ADCES in Practice (AIP)* and *The Science of Diabetes Self-Management and Care (TSO)* digital journals. Conducts graphics search, and the layout/email dissemination of each digital issue.

- Assist with special promotions and branding initiatives.

Overall Department Support

- Answers and fields emails that arrive in the communications and marketing inboxes.

KNOWLEDGE, SKILLS, AND ABILITIES

- Proficient writing skills to address various audiences across communication channels (web, email, social, blogs, etc.).
- Ability to manage multiple projects with varying deadlines within the same time frame.
- Keen eye to detail, proofreading to catch and correct errors prior to distribution.
- Experienced in social media management and content creation. Basic design experience a plus.
- Ability to work well both independently and as a team member.
- Familiarity with HubSpot or other email platform preferred.

EXPERIENCE/EDUCATION

Bachelor's degree in marketing or communication preferred.

2-3 years of demonstrated work experience preferred.

PHYSICAL DEMANDS

Nature of work requires ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional day and overnight travel by air and/or automobile may be required.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties. May require participation and attendance at organization sponsored events and meetings across the country.