



JOB DESCRIPTION

Position Title: Marketing and Communications Manager

Department: Marketing and Communications

FLSA Status: Exempt

Reports to: Director of Marketing and Communications

Last Reviewed: June 2022

Supervises: N/A

BASIC FUNCTION

Key responsibilities include managing a variety of communications-related functions that enhance the reputation of the Association among its various publics. With the Director of Marketing and Communications, this position is charged with activities related to development and support of an integrated communications and content strategy plan to ensure organizational alignment across departments.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Strategic Messaging and Campaign Development

- Takes communications campaigns from conception to conclusion, developing the strategy, creating the resources and executing the promotion plan.
- Collaborates with Creative Manager, other departments (primarily Science and Practice, Advocacy and Corporate Development) and members to develop and refine resources.
- Works with relevant staff and leadership to develop key Association messages including talking points, speeches and presentations.
- Manages and reviews communications channels for effective campaign distribution including, but not limited to, the Association blog, social media, email, website, podcast and media relations.
- Develops original content, adhering to principles of adult learning. Works directly with content experts/clinicians and outside consultants to create materials, as necessary.
- Assists with the development of ideas for patient-facing campaigns and repurposing of ADCES content and resources for a patient audience.
- Works with Marketing and Communication team to lead management of the ADCES podcast schedule and coordinate with relevant staff, ensuring a continuous stream of new episodes released on schedule. Creates assigned podcast episodes from interview planning and setup to publication and promotion. On an annual basis, manages planning and podcast strategy, based on data and feedback.
- Manages the ADCES blog including finding new topics/bloggers, reviewing content and working

with the marketing and communications coordinator to post and promote.

- Manages overall content calendar for Science and Practice department projects and coordinates and develops promotions, working with other relevant departments to plan, create, publish and promote content and resources.
- Promotes ADCES Foundation programs and initiatives and collaborates with Foundation recipients to communicate the impact of the association's support through various media. Leverages these stories of impact to raise funds for the Foundation throughout the year and during Giving Tuesday.

2. Social Media

- Oversees the Association's social media program, providing guidance to the Marketing and Communications Coordinator, who is responsible for the day-to-day management.
- Works with Coordinator to develop and execute a clearly defined social media strategy that is designed to increase brand equity and awareness and ensures consistency of messaging throughout the social media platforms.
- Identifies, interprets and evaluates social media trends and responds accordingly.
- Monitors effective benchmarks for measuring the impact of social media programs. Analyzes, reviews and reports on the effectiveness of the efforts.

3. Media Relations

- Actively leads spokesperson program to ensure diverse representation and engagement in key media markets, including selection of spokespeople, management of activities and evaluation of strategy.
- Proactively works with Director and outside media consultant to strategize public relations activities and assists with securing interviews with appropriate ADCES spokespersons.
- Drafts press releases, media alerts and other written materials utilizing AP Style guidelines.
- Actively develops deep relationships with key players in the diabetes and health space to maximize quality and frequency of brand and specialty coverage.
- Drives the professional reputation of ADCES to increase brand awareness and enhance the performance and positioning of the organization across stakeholders and key opinion leaders.

KNOWLEDGE, SKILLS, AND ABILITIES

- Must possess ability to manage projects from start to finish.
- Ability to work well both independently and as a team member.
- Excellent writing, grammar and editing skills.
- Proven knowledge of communications principles to drive campaign success.
- Proficient in AP Style.
- Ability to effectively utilize data to drive strategy.

EXPERIENCE/EDUCATION

- Candidate must possess 3-5 years of related communications and/or marketing experience.
- Bachelor's degree in Marketing/Communications, or related field required.
- Demonstrated experience using social media and leading communication campaigns.

PHYSICAL DEMANDS

Nature of work requires an 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 in-office environment. Position requires occasional availability for extended hours plus non-traditional hours required to perform job duties. Also may require participation and attendance at organization sponsored events and meetings out of state.