



## **JOB DESCRIPTION**

**Position Title:** Marketing & Communications Specialist

**Division:** Marketing and Communications

**FLSA Status:** Non-Exempt

**Reports to:** Digital Marketing Manager

**Last Reviewed:** May 2025

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### **BASIC FUNCTION**

The Marketing and Communications Specialist will provide support for the Association's digital marketing and communications program, content development projects, and public outreach efforts.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

#### **Product Marketing**

- In partnership with the Digital Marketing Manager and Director of Marketing and Membership Development, makes recommendations and executes marketing efforts for the Association's primary CDCES exam preparation course, CORE Concepts live and CORE Concepts online. Based on performance data, this includes recommending strategy (audience targeting, marketing channel selection and messaging), tactical execution, and data collection and analysis, adjusting as needed. Tracks ROI in partnership with the business owners.
- Provides marketing and audience recommendations, tracks campaign performance/ROI and manages search/social advertising to promote additional ADCES products, including publications, Diabetes Team Training, and Lifestyle Coach Training (live/online).
- Executes the strategy for Association webinars, which includes all the steps listed above.

#### **Digital Marketing and Communications**

- Copywrites for a variety of marketing channels including emails, newsletters, social media and website.
- Collaborates with department staff on emails, including liaising with staff content creators, creating the layout, managing the approval process and disseminating to identified lists.
- Maintains ADCES email calendar and provides recommendations to mitigate list fatigue.
- Maintains health of ADCES marketing lists, finding/merging duplicates and updating bad email addresses with the help of Member Engagement.
- Works with Digital Marketing Manager to execute campaigns for new product launches, pull relevant reports and track email performance.
- Collaborates with Digital Marketing Manager and Director of Marketing and Membership Development on overall digital marketing strategy and execution of campaigns in Marketing Hub (HubSpot).
- Provides SEO recommendations for podcast, blogs, social media content and website content.
- Works on video creation in support of special initiatives.
- Collaborates with Digital Marketing Manager to create reports for a variety of product lines to measure campaign success, ROI, and purchases driven by marketing vehicles including email marketing, paid advertising, SEO and SEM.

### **Social Media Management**

- Aligns association's overarching social media strategy to grow followers, engagement and reach across platforms, product lines, and communication initiatives. Includes: maintaining social media calendar, working with MarCom Coordinator, MarCom Manager and Graphic Designer.
- Serves as social media lead for the ADCES Annual Conference, including creating the content calendar, writing and scheduling content, creating content onsite and answering questions during annual conference, and compiling a performance report post-conference. Additional ad-hoc duties as assigned.
- Leads the creation of end of year social media report in coordination with Marketing and Communication Manager. Collects analytics for Digital Marketing Manager.

### **Public Awareness Campaign Support**

- Provides support to Director of Communications & Content Strategy and Marketing and Communications Manager to assist with activities related to corporate-funded campaigns and internal awareness campaigns. This includes video creation and writing/editing support.

### **Overall Department Support**

- Serves as a department representative for the ADCES association management system and HubSpot, including pulling basic mailing lists.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Ability to write effectively for a variety of communications vehicles.
- Ability to proofread, catch and correct errors prior to distribution.
- Experienced in social media management and content creation.
- Basic design experience a plus.
- Must be able to manage projects from conception to completion.
- Ability to work well both independently and as a team member.
- Familiarity with Sitefinity for web content, HubSpot (or another email marketing platform) for email dissemination, and Cision for media management.

### **EXPERIENCE/EDUCATION**

Bachelor's degree in Communications, Journalism, Marketing or related field preferred. Prior work experience in a professional services environment, 2-3+ years preferred. Computer proficiency required, with ability to learn new technologies as requested.

### **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 office environment; ADCES observes a hybrid work schedule. Position occasionally requires availability for extended hours or non-traditional hours. May require participation and attendance at organization sponsored events and meetings out of state.