



JOB DESCRIPTION

Position Title: Marketing and Communications Manager

Department: Marketing and Communications

FLSA Status: Exempt

Reports to: Director of Communications

Last Reviewed: June 2025

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 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 Graphic Designer, 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 and 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.
- Manages the ADCES podcast show, 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.
- Works with the Corporate Development Department on corporate-funded projects, managing communications-related deliverables.

2. Social Media

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

3. Editorial

- Serves as a member of the ADCES in Practice journal management and editorial team.
- Provides editorial guidance to staff who are responsible for writing practice-focused articles for inclusion in the journal.
- Works with Communications Director and the Editor on a variety of strategies relating to production, article collection and journal promotion.

4. 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.
- Assists with responding to media interview requests, working with the Association President and 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.
- 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 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 is performed in a general in-office environment. Organization observes a hybrid work schedule. Position requires occasional availability for extended hours plus non-traditional hours as required to perform job duties. Also, may require participation and attendance at organization sponsored events and meetings both in state or out of state.