



Communications and Marketing Coordinator

Be a part of the team revolutionizing how the world views the mathematical sciences. The marketing and communications department at the Mathematical Association of America (MAA) seeks to implement a vision that integrates and brands all marketing initiatives to highlight the value of its successful programs and community. These programs and this role aim to ensure that the MAA is seen as a leader in the mathematics and STEM fields and drives revenues for the organization. Our mission at the MAA is to advance the understanding of mathematics and its impact on our world.

Our members include university, college, and high school teachers; graduate and undergraduate students; pure and applied mathematicians; computer scientists; statisticians; STEM professionals, and many others in academia, government, business, and industry. We welcome all who are interested in the mathematical sciences.

Under the direction of the Marketing and Communications Manager, the Marketing and Communications Coordinator is responsible for acting as the team liaison and communications project manager to internal departments: American Mathematics Competitions (AMC) and MAA Programs. This position will also be responsible for scheduling and overseeing all email communications on behalf of the communications department.

To succeed, this position will need to collaborate with internal and external stakeholders to improve engagement and participation and cross-promote programs to maximize exposure. They will work with the Communications and Marketing Manager to define a set of standards and key performance indicators (KPI) to evaluate and monitor all MAA acquisition campaigns' performance consistently and create reports to present to leadership.

Additionally, this position will be responsible for project management for internal department communications needs, including creating and implementing communications strategy, creating content, supporting email marketing campaigns, and designing marketing graphics and collateral. They will assist in creating and distributing press releases, supporting social media marketing efforts, and other duties as assigned. This role is encouraged to use of modern and on-trend communications skills, continuously looking for new ways to engage new stakeholders, improve processes, and maximize resources.

Job Responsibilities:

- Manage MAA email communications. Responsible for reviewing emails, managing the MAA email calendar, and overseeing MAA's email contact lists.
- Refine and implement MAA's acquisition campaigns to collect leads and garner new ways to engage constituents for the AMC program.
- Facilitate AMC department projects. Act as the main point of contact on marketing initiatives.

- Supports MAA Development department with fundraising campaign communications.
- Implement and evaluate methods to better collaborate with internal and external stakeholders.
- Develop procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Define KPIs and implement and monitor campaign(s) performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
- Maintain regular examinations of audience needs, in-market competitors, and external trends.

Experience

- 3+ years of relevant work experience in communications, public relations, and/or marketing.
- Strong writing, editing, and project management skills are required.
- Experience using a website a Content Management System.
- Experience in program/project management and/or membership management preferred.
- Experience creating and reporting on marketing or communications campaigns using an email marketing platform.
- Experience coordinating campaigns and communications for internal and external partners.
- Experience creating and strategizing content for organizations, including storytelling, news releases, and blogs.
- Experience designing graphics and creative images using Adobe or Canva, plus.
- Experience in Google Analytics and Google Ads, plus.

Knowledge, Skills, and Abilities

- Excellent interpersonal, written, oral, proofreading, analytics, and design oversight.
- Write dynamic copy for promotional emails, brochures, web content, advertisements, and other collateral. Developing creative, clear, persuasive, and original copy is essential.
- Excellent attention to detail.
- Serve as a thought partner who analyzes information and evaluates results to derive the best solutions for problems.
- Strong time and project management skills that reflect the ability to work independently be flexible, and juggle multiple tasks and projects simultaneously with dynamic timelines and priorities.
- Maintain a positive outlook and commitment to going the extra mile to meet the organization's strategic initiatives.

- Ability to build and maintain relationships with internal and external teams.
- Consummate team player who is adaptable and motivated to learn new approaches and build skillsets.
- Ability to identify trends and challenges and propose solutions.
- Ability to work creatively and be flexible in a fast-paced environment under pressure while maintaining high work standards.
- Exhibits a professional demeanor in all environments and with all internal and external contacts.

Minimum Qualifications:

To perform this job successfully, an individual should possess the knowledge, skills, and abilities listed and meet the amount of education, training, and/or work experience required.

Education

- Bachelor's degree required.

Working Conditions:

Physical Demands: The physical demands described here represent those that an employee must meet to successfully perform the job's essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Able to lift up to 20 lbs.

Work Environment: The work environment characteristics described here represent those an employee encounters while performing the job's essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- This is a hybrid in-office and remote opportunity. We offer fully-remote work for employees outside Washington D.C., Maryland, and Virginia.

Travel: Dependent on business needs.

To apply send resume and cover letter to hr@maa.org

Equal Opportunity Employer