Job Description

Communications Coordinator

Be a part of the team that is revolutionizing the way 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. The goal of these programs and this role is to ensure that the MAA is seen as a leader in the mathematics and STEM fields as well as drive revenues to the organization. Our mission at the MAA is to advance the understanding of mathematics and its impact on our world and we do so through our values of, Community, Inclusivity, Communication, and Teaching and Learning.

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.

Working at the MAA means that you will be joining a dynamic and dedicated team where your contributions will be encouraged and appreciated. We offer a full array of highly competitive benefits.

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 be successful, this position will need to work in collaboration 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 on a consistent basis 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, creation
of content, supporting email marketing campaigns, designing marketing graphics and collateral. They will assist in the creation and distribution of press releases, support social media marketing efforts, and other duties as assigned. This role is encouraged to use 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.
- Facilities 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, 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**

- 2+ years of relevant work experience in C
- Strong writing, editing, and project management skills, required
- Understanding of website CMS required
- Experience in program/project management and/or membership management preferred
- Experience creating and reporting on 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

**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. The ability to develop 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, 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 skill sets.
• 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 are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

• Able to lift up to 20 lbs.

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

• This is a hybrid in-office and remote opportunity. We also offer a fully remote option for employees who reside outside of Washington DC, Maryland and Virginia.

Travel: Dependent on business needs.

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

Equal Opportunity Employer