



## **Job Description**

### **Communications and Marketing Manager**

The Mathematical Association of America is the world's largest community of mathematicians, students, and enthusiasts. We further the understanding of our world through mathematics because mathematics drives society and shapes our lives. 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.

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, and we are located in a desirable Washington, D.C. location.

#### **Job Summary**

The Communications and Marketing Manager at the Mathematical Association of America (MAA) is responsible for implementing and maintaining a robust strategic organizational public relations program. Under the supervision of the Communications and Marketing Manager the Communications and Marketing team acts as an agency within the association. Servicing and providing support to all MAA programs and projects as needed. The Communications team's goal is to ensure that the MAA is seen as a leader in the mathematical sciences and STEM fields.

Reporting directly to the Sr. Director of Communications and Development, this position is responsible for brand management and content distribution strategies, email marketing, advertising, partnership development, and managing overall execution of the communications goals and plans as well as managing two team members. This manager will be comfortable rolling up their sleeves to execute project deliverables as well as managing projects from a high level perspective. The manager will also serve as the media relations expert and continue advancing MAA's brand and its members as thought leaders. Through integrated public relations strategies and deliverables, this position will continue to increase the visibility of the organization's programs, events, and initiatives to stakeholders and the greater public.

#### **Job Responsibilities**

To perform this job successfully, an individual must be able to perform each essential duty and responsibility with excellence. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

- Manages strategic proactive media outreach by identifying opportunities to position the MAA brand and its members. This person will take initiative to act upon these opportunities to achieve results.
- Manages the MAA newsroom, development of press releases and pitches, and manages relationships with media to create future opportunities.
- Oversees organization's email marketing campaigns for all departments and programs.
- Manages the organization's yearly Impact Report including but not limited to overseeing timeline, content creation, project managing content contributors, editing/proofreading, creating layout, working with the graphic designer.
- Oversees digital and social media strategy, including social media advertising, Google Adwords and staying up to date on the evolving digital market. Contributes new ideas to enhance the organization's social presence while ensuring we adhere to the social media strategy. Analyzes, synthesizes and course corrects based on data and metrics provided.
- Identifies trends and leverages opportunities within the industry, through the use of social and digital tools and channels. Utilizes metrics for future planning and strategy.
- Leads assignments to support the strategic vision of MAA; develops recommendations of marketing activities to increase revenue.
- Manages projects and campaigns including coordinating with vendors, consultants, and managing the communication's team staff members (two).
- Leads and provides strategic direction on new projects. Manages and prioritizes staff time to fulfill cyclical as well as new project's needs.
- Oversees the creation of marketing materials including managing graphic design projects to completion and acts as brand liaison to the organization to ensure consistent brand voice, vision, and aesthetic are achieved.
- Manages department relationships and project needs for the Programs, American Mathematics Competitions and Membership teams.

### **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 degree in marketing, communications, public relations, journalism or a related field, required

### **Experience**

- 5+ years of relevant work experience in communications and marketing, required
- Experience managing media relations and email marketing campaigns, required, Emma experience a plus
- Understanding of website content management systems, required, Drupal experience a plus
- Experience managing social media communities for brands, required
- Print and online advertising experience, required, Google adwords experience a plus
- Experience managing staff and vendor relationships, preferred
- Experience executing email and social media outreach to targeted audience segments, required

### **Knowledge, Skills, and Abilities**

- Exceptional written, oral, proofreading, branding, design oversight, interpersonal and presentation skill set.
- Management, analysis and growth of social and digital campaigns with measured results.
- Strong organizational and project management skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Ability to build and maintain beneficial media relationships on an organization's behalf.

- Ability to take initiative and manage projects assigned through completion with minimal supervision.
- Ability to work effectively independently and as a highly resourceful team player under pressure and within deadlines.
- Creative and innovative thinker, who actively presents new opportunities, proposes solutions and recommends best practices.
- Ability to anticipate challenges and effectively resolve conflict by identifying opportunities.
- Ability to work creatively and with flexibility in a fast paced environment while maintaining high work standards.
- Ability to develop rapport and engender trust.
- Exhibits a positive attitude and professional demeanor. Strong ability to build and maintain relationships both internally and externally with a track record of being a team player.

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.

- Standard office environment as well as some telework
- Occasional weekend/evening work to attend meetings and conferences
- Travel: dependent on business needs for meetings and conferences

**To apply send cover letter and resume to [hr@maa.org](mailto:hr@maa.org)**

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