



Job Description

Communications and Marketing Manager

Job Title:	Communications and Marketing Manager
Reports To:	Director of Communications & Development
FLSA Status	Exempt
Date Prepared	September 2019

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. This program's goal is to ensure that the MAA is seen as a leader in the mathematics and STEM fields.

Reporting directly to the Director of Communications and Development, this position is responsible for assisting in brand management and content distribution strategies, email marketing, advertising, partnership development, and managing overall execution of the communications goals. The manager will also serve as the media relations expert and help to establish MAA and its members as thought leaders to a broader audience. Through integrated public relations, this position will continue to increase the visibility of the organization's many programs, events, and initiatives to the larger community.

Job Responsibilities

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

- Manages strategic proactive media outreach by identifying MAA brand awareness opportunities; takes initiative to act upon these opportunities to achieve results. Manages relationships with media to create future opportunities.
- Oversees organization's email marketing campaigns for all departments and programs.
- Oversees digital and social media strategy, including the evolving digital market and contributes new ideas to enhance the organization's social presence. 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.
- 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 and managing the communication's team junior staff members.
- Leads and provides strategic direction on new projects. Manages and prioritizes staff time to fulfill cyclical as well as new projects as needed.
- Manages vendor and consultant relationships including metrics and reporting.
- 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 all internal department relationships and project needs for the communications team.
- Manages marketing of the American Mathematics Competitions and William Lowell Putnam programs.

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, Real Magnet 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, preferred
- 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 advertising 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

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

Travel: dependent on business needs

This job description should not be construed to imply that these requirements are the only standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. MAA has the right to revise this job description at any time. MAA is an “at will” employer and as such, neither this job description nor your signature constitutes any form of contractual arrangement between you and MAA.

Equal Opportunity Employer