Position Description

Date: 1-20-2020
Position Title: Specialist, Marketing & Engagement
Reports to: Sr. Manager, Marketing, Membership & Engagement
Status: Exempt

Position Summary:
This position will provide marketing and administrative support in the areas of national marketing initiatives, media relations, and fundraising. This position reports to the Sr. Manager of Marketing. This specialist will coordinate a variety of projects and programs and will work closely with the Sr. Manager as well as other members of the Marketing, Membership and Engagement team and ASAM staff. Candidate must demonstrate a passion for marketing and public relations. A strong candidate must have effective time management and organizational skills with exceptional attention to details, and be a dependable team player with a positive attitude, enthusiastic energy, and demonstrated perseverance.

Responsibilities/Duties:

Media Relations – 30% time
- Field media inquiries, research the reporter's history, identify media source reach
- Coordinate scheduling and logistics as necessary with ASAM experts
- Research, build and maintain targeted media lists
- Track reporting trends and contacts in the industry
- Track and maintain database on media inquiries into ASAM
- Create emails for press and maintain media lists in ASAM's email marketing platform
- Research and gather statistics related to addiction and addiction treatment. Keep statistics and their relevant citations current and request approval for ASAM to use in materials.
- Track, evaluate, and report on results of media relations efforts

Marketing Operations – 60% time
- Maintain records and database for cultivating relationships in accomplishing fundraising and membership marketing objectives
- Assist with implementing marketing plans related to individual giving campaigns and national promotions
- Manage administrative tasks related to donor and member recognition
- Gather statistics and metrics that communicate the impact of Marketing, Membership and Engagement team activities.
- Report on fundraising and national campaign results
- Assist in donor retention and growth including developing reports for executive leadership and staff regarding donation activities, pledge status and donor contribution status.
- Other marketing duties as assigned

Other department administrative support duties as assigned – 10% time

Works closely with:
Staff, Members, Donors and Press/Media

Education and Experience:
- Two to three years of experience working in a marketing, media relations or public relations required.
- Bachelor’s degree required.
- Experience working with professional societies and associations and/or in fundraising is a plus.
- Experience working with Donor Perfect, or comparable donor database preferred

Skills and Abilities:
- Microsoft Outlook, Word, Excel and Powerpoint
- Maintain and generate reports from databases
- Research topics and produce summary reports from multiple sources, including internet
- Ability to efficiently handle multiple priorities in a fast-paced environment with attention to detail.
- Excellent interpersonal skills with ability to interact effectively, efficiently and professionally with individuals at all levels of the organization.
- Excellent written, organizational, and communication skills are required.
- Resourcefulness and creativity valued.
- Team player with positive attitude, enthusiastic energy, perseverance, and ability to have fun while working hard with team members.

To Apply:
Please submit a resume and cover letter to hr@asam.org explaining your interest in the position and how your skills match the position.

Recruiting Salary Range: (with a robust benefits package)

Benefits of Working at ASAM:
- ASAM’s work with physicians and clinicians helps millions of patients, families, and communities impacted by addiction
- ASAM’s work helps address the vast national crisis of opioids and addiction
- ASAM enjoys a strong organizational culture, living by values determined by staff of open collaboration, trust, courage, and connectedness
- ASAM is proud to have earned the Sloan Award for Excellence in Workplace Effectiveness and Flexibility
- ASAM offers competitive compensation (commensurate with experience) and benefits that include paid vacation and sick leave, transportation reimbursement, medical insurance, and 401k.

ASAM provides equal opportunity to all staff. No person shall be discriminated against because of race, color, religion, sex, national or ethnic origin, age, physical handicaps, marital status, sexual orientation, family responsibilities, political affiliation, or any other category that is protected by federal law or the laws of the Maryland.

ASAM is proud to be honored with the Sloan Award for Excellence in Workplace Effectiveness and Flexibility for its use of flexibility and other aspects of workplace effectiveness as a workplace strategy to increase business and employee success. ASAM was one of eight organizations and the only association to be recognized in the state of Maryland.