Position Description

Date: July 15, 2021
Position Title: Coordinator, Marketing & Engagement
Reports to: Associate Director. Marketing
Status: Exempt

About ASAM

The American Society of Addiction Medicine (ASAM) is a medical professional society of over 6,000 members with 50+ staff and a $10M annual operating budget. It is an energetic, fast-paced organization with multi-faceted opportunities in the area of addiction medicine.

Position Summary:
This position will provide marketing and administrative support in the areas of national marketing initiatives, media relations, and fundraising. This coordinator will support a variety of projects and programs and will work closely with the Associate Director of Marketing as well as other members of the Marketing 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, and enthusiastic energy.

Responsibilities/Duties:
- Implements daily tasks related in individual giving program, including
  - donor correspondence
  - IT tools used to implement individual giving campaigns
  - pledge management
  - database management
  - IT tools used to implement individual giving campaigns
  - Data collection and reporting as it relates specifically to individual giving
  - Coordination and reconciliation of reports with ASAM Accounting Department
- Assist with implementing marketing plans and media relations related to individual giving campaigns and national promotions
- 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
- Tracks and reports on news reporting trends and media requests and contacts on a monthly basis
- Tracks and maintain database on media inquiries into ASAM
- Creates emails for press and maintain media lists in ASAM’s email marketing platform
- Tracks, evaluate, and report on results of media relations efforts
- Provides administrative support to the Marketing Department’s operations
Required Qualifications:
- Demonstrated experience meeting deadlines and providing administrative support to project planning and implementation required.
- One year work experience required.
- Ability to interact positively and effectively with employees at all levels leadership and staff

Desired Qualifications:
- Bachelor’s degree in marketing, communications, public relations or health services preferred.
- Two years of support and/or administrative experience in an office strongly preferred.
- 1-2 years demonstrated experience meeting deadlines and providing administrative support to project planning and implementation related to public relations and marketing preferred.
- 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.
- Strong attention to detail and accuracy.
- Resourcefulness and creativity valued.
- Team player with positive attitude, enthusiastic energy, perseverance, and ability to have fun while working hard with team members.

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.

To Apply:
Please submit a resume, cover letter, and writing sample to hr@asam.org explaining your interest in the position and how your skills match the position.
Recruiting Salary Range: Commensurate with experience (with a robust benefits package)

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.