



## **MARKETING AND COMMUNICATIONS SPECIALIST SCHAUMBURG, IL – FLEXIBLE HYBRID SCHEDULE**

Feel good about your work—and your workplace.

The American Society of Anesthesiologists (ASA) team provides education, resources, and advocacy to help our members improve the experience and safety of patients in their care. You can be a part of this important work—join more than 160 change-makers, collaborators, and advocates as we continually work towards excellence.

We live our core values of collaboration, dedication, commitment, and improvement every day. And we know that diversity in the way we look, think, learn, and live makes everything ASA does better. Our policies, culture, and people strengthen this commitment every day. As a result, ASA has been named one of the Best and Brightest Companies to Work For in Chicago and the Nation® for the past ten years.

ASA offers flexible hybrid work arrangements, a "dress for your day" mindset, generous time off, plus professional development and educational benefits, so you can write your own story. What's more because ASA is a professional association—not a corporation—we value performance over profits.

Be part of a collaborative, caring community.

### **Position Summary:**

Under the supervision of the Marketing and Communications Manager, the Marketing and Communications Specialist assists with the development and execution of strategic, audience, and benefit-focused marketing and communications plans for key elements of ASA's product and program portfolio. Takes primary responsibility for implementing promotional tactics in accordance with established communications plans, monitors campaign KPIs, and other data to ensure success and adjusts plans, as necessary. Collaborates interdepartmentally and with appropriate members and governance bodies to ensure buy-in and to procure necessary input and review for creative materials and copy. This position helps develop and lead the marketing and communications strategy for ASA's ANESTHESIOLOGY® annual meeting, including goal setting, budgeting, and execution. This includes guiding, consulting, and reporting on recommended approaches with the Marketing and Communications team and other business units. Supports in the execution of promotional tactics across marketing and communication plans as needed. Work with external vendors for key projects.

### **Primary Position Responsibilities:**

- Assist with the creation of strategic marketing and communications plans to achieve ASA goals. Efforts include data analysis, marketing research reporting, SWOT analysis, competitive and environmental scans, messaging frameworks, creative briefs, communications calendars, etc.
- Develop and create promotional materials and implement multichannel tactical elements, including email, direct mail, social media, copywriting, web publication, multimedia, content creation, advertising, etc. Ensure items are produced and deployed on time and on budget.
- Fully manage the communication efforts (from strategy through execution) for specifically assigned products or programs within the ASA portfolio.
- Identify, monitor, and report on key performance indicators for marketing campaigns to ensure achievement of desired results (e.g., sales revenue, registrations). Provide insights and report on campaign performance (e.g., email metrics, conversions) at appropriate frequency. Make recommendations for tactical adjustments to meet goals.

- Maintain the holistic digital advertising strategy, including budget allocation, across all areas of the portfolio. Employ leading-edge approaches to place and report on digital advertising, including paid social, retargeting, SEO, AdWords, etc. Activate processes and workflow for maximum efficiency and utilize modern reporting tools to monitor and communicate campaign performance.
- Use Google Analytics and Search Engine Marketing – including Adword campaigns and third-party digital advertising, email, and web analytics, to monitor and report on campaign performance and adjust campaigns as needed.
- Stay current on modern marketing principles and practices and innovative marketing trends that can be incorporated into ASA campaigns to help marketing effectiveness and revenue.
- Create, curate, and publish web content to support product lines and audience needs.
- Assist the Marketing and Communications Manager with setting and monitoring communications budgets.
- Ability to perform work in alignment with ASA core values: Dedication, Collaboration, Commitment to Excellence, Continuous Improvement.

**Position Qualifications:**

- Bachelor's degree from an accredited four-year institution with a concentration in Marketing, English, Journalism, Communications, or equivalent experience.
- Minimum 3 years of experience in a marketing role required. Association and/or advertising agency experience preferred.
- Experience with marketing automation platforms, especially HigherLogic, Real Magnet, or Informz, required. Strong copywriting and proofreading skills desired.
- Experience with content management software, such as SiteCore, desired.
- Direct experience with planning and executing online advertising campaigns, with demonstrated results, required.
- Verbal and written communication styles are clear, descriptive, and direct. Presentation skills and experience desired.
- Solid project management and organizational skills required. Strong attention to detail, with a focus on producing quality, error-free work.
- Ability to plan out a project, determine requirements, set achievable and realistic deadlines, manage expectations, manage change, and deliver results.
- Ability to handle multiple projects at various stages is essential.
- Significant interest in learning marketing best practices and communication principles for the business of associations.
- Strong service and quality orientation to clients, colleagues, and members.

**ASA Benefits:**

As part of the health care community, we offer a full slate of health, financial, and wellness benefits to support personal and family needs, including quality medical, dental, and vision insurance at a reasonable cost, 401K match, a free fitness center, breastmilk shipping, CALM subscription, volunteer committees, employee resource groups, and much more. More detailed benefits information can be found at: <https://www.asahq.org/about-asa/work-at-asa/benefits>.

**ASA Compensation Philosophy:**

ASA conducts market analysis of its positions, ensuring the compensation is comparable with jobs of the same level, skills, and abilities. Additionally, ASA believes in the importance of pay equity and consider internal equity of our current team members as part of any final offer. ASA strives to be transparent with our pay practices both internally and externally.

**Position Compensation:**

This position is an exempt/salaried position. The target hiring pay range for this position is: \$65,000 to \$80,000 annually. This position is not eligible for a yearly bonus/incentive.

Compensation decisions consider a wide range of factors, including but not limited to relevant experience, skills, certifications, business needs, and organizational policies.

**EEOC:**

ASA is an Equal Opportunity Employer of Minorities, Females, Individuals with Disabilities, and Veterans that values the strength diversity brings to our workplace. Decisions affecting employment are considered without regard to disability, race, color, religion, gender, national origin, age, genetic information, military or veteran status, sexual orientation, marital status or any other protected characteristic.

**Environment:**

While performing the duties of this job, the employee regularly works in an office environment with light noise. Work may be frequently interrupted. The employee will spend most of the workday sitting, computing, and talking/hearing. May require lifting (boxes) in the 10-25 lb. range requiring the ability to bend at the waist and knee.

Please follow the link to apply: <https://recruiting2.ultipro.com/AME1090ASAN/JobBoard/79dc62ee-25a8-40d7-92fe-8327b8e4afb5/Opportunity/OpportunityDetail?opportunityId=3d1e05b7-17b7-454d-b4d5-e2d025950362>