



**ANXIETY AND DEPRESSION
ASSOCIATION OF AMERICA**

Marketing and Membership Program Manager Job Description

The [Anxiety and Depression Association of America](#) (ADAA) seeks a creative, flexible, and entrepreneurial full-time marketing and membership program manager. This is a new position for ADAA and is ideal for a candidate with three years of non-profit or association management experience interested in gaining nonprofit leadership experience across departments. The position requires a candidate who is excited about expanding and growing their portfolio and is willing to pivot and adapt to a changing environment. This position is well suited for a mission driven, dynamic, high energy and highly productive professional with good judgment and instincts. Ideal candidates should be intellectually curious with strong analytical skills.

The Marketing and Membership manager will work closely with ADAA's small staff as a critical leader in developing and advancing ADAA's mission and vision through public outreach, social media, external communications, membership, event planning and media relations. Successful candidates will bring outstanding writing and analytical skills and strong interpersonal skills.

Key Responsibilities:

Communications and Marketing

- Develop strategy, manage, and grow ADAA's social media engagement
- Manage, promote, and grow ADAA's peer-to-peer on-line support community
- Manage, promote, and grow ADAA's consumer oriented blogs and consumer oriented webinar series
- Oversee content of monthly consumer focused email newsletter; grow circulation of newsletter
- Help develop marketing content for ADAA's annual conference and ADAA's professional webinar series
- Review and update website content, including outreach to professional membership for content feedback
- Assist with website redesign (scheduled for 2018). Review all website content, assist with vendor research, RFPs and project schedules
- Help market and administer ADAA's individual giving program
- Respond to consumer email inquiries and facilitate information sharing
- Liaise with Board and Executive Director to manage the annual Board nominations process.

Membership

- Help develop and implement new membership engagement programs
- Help identify and cultivate new members and retain current members
- Develop creative and engaging membership marketing materials
- Responsible for all aspects of member record maintenance

Skills Required:

- Bachelor's Degree in psychology, communications, marketing, journalism, social work or related field
- Three years of non-profit or association management experience
- Experience working in a small entrepreneurial non-profit, with minimal administrative support
- Demonstrated experience managing two to three diverse projects simultaneously
- Track record of growing programs
- Ability to thrive in a fast-paced growth-focused environment
- Excellent writing/editing skills
- Experience with webinar platforms
- Experience in Drupal or other website content management systems; Constant Contact or other email marketing platforms; Adobe Photoshop and/or other desktop publishing skills; and social media-scheduling platforms (i.e. Hootsuite)
- Publication experience (print and digital)

Preferred Skills:

- Experience working with membership base

Job Type:

Full-time in ADAA's Office; travel to annual conference (2018 Conference will be held in DC, 2019 Conference will be held in Chicago). Occasional work on weekends.

Job Location:

Silver Spring MD (Walking distance to Silver Spring Metro)

To Apply:

Send a cover letter and resume to Susan Gurley at sgurley@adaa.org by May 15, 2017. The cover letter must include salary requirements, 3 professional references, and address the specific skills mentioned in the position. ADAA does not pay relocation costs.