

OPEN POSITION

**Promotions Specialist
Creative Services Department**

The Promotions Specialist will develop, coordinate, write, and edit promotions for AMS products, programs, and services. He/she will plan and execute strategies to effectively achieve the overall goal of increasing sales and awareness of AMS products, programs, and services through print, electronic, and social media campaigns.

RESPONSIBILITIES:

Creative and planning tasks

- Create and outline promotional campaign strategies to highlight AMS books, journals, and products
- Identify appropriate media, delivery format, and message; define target audience; create job plans and schedules; review all promotions for accuracy and quality
- Write clear, accurate, and concise advertising copy, and edit scientific book descriptions for use in promotions
- Develop social media campaigns to increase awareness of AMS products and services

Production tasks

- Organize and update book data and promotional copy
- Work with Marketing department to maintain, update, and enhance the AMS Bookstore
- Coordinate book reviews program: mail books for review; read, document, and post reviews
- Update recurring projects, including catalogs, advertising, and social media

Book Exhibits tasks

- Travel to annual, sectional, and non-AMS meetings. Duties include the setup and breakdown of the book exhibits area, as well as assisting customers in the exhibits booth

QUALIFICATIONS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Highly collaborative style with effective communication and organizational skills
- Excellent writing/editing skills
- Knowledge of social media strategies for business
- Working knowledge of Excel, Word, HTML, Access, and the Adobe Creative Suite
- Knowledge of mathematics or academic publishing preferred

EDUCATION and/or EXPERIENCE:

- College degree required. BA with a major in Advertising, Marketing, Communications, English, Creative Writing, or related field
- 2 years experience in a creative environment, conceptualizing, coordinating, and implementing written and electronic promotions preferred

To apply go to: <https://home.eease.adp.com/recruit/?id=885931>

For more information reference position code 0103.02.

Posting Date: 0922-2011
Closing Date: Until filled