

**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.