



ASSOCIATION SERVICES GROUP
CLIENT COMMUNICATIONS SPECIALIST
SEPTEMBER 2024

Position: Client Communications Specialist

Reports to: Client Communications Manager

Date: September 2024

Scope: Full time, Non-Exempt (hourly) = 40 hours per week

Our mission is to provide premier customer service and association support to help our client trade organizations and nonprofits meet their goals. The key to success at ASG is to hold fast our 5 core values:

- **Choose Happiness:** We practice professionalism and compassion in every interaction, and we embrace positivity.
- **Put Others First:** With clients and fellow team members, in the community and as a company, we believe in putting others above ourselves.
- **Pursue Excellence:** Excellence is the expectation at ASG and we are in constant pursuit. We are always seeking to improve our craft.
- **Commit to Integrity:** We never compromise character. We work with transparency, foresight, and honesty in all situations.
- **Seek Creative Solutions:** We don't give up; we pursue innovative solutions and step out of the box to find the best answer to a problem.

Position Purpose and Summary:

The ASG Client Communications Specialist supports the goals and mission of the association client through managing client communications and marketing projects. This person is a part of the ASG communications team. This person implements deliverables such as copy writing, content creation for websites and electronic newsletters, social media, email communication campaigns, press releases, and website. This position also helps advise clients on the latest communications and marketing trends, thinks creatively and works collaboratively to help meet goals.

Primary Duties and Responsibilities include the following but are not limited to:

- Develop and execute growth-focused marketing plans for assigned clients and their individual functional areas.
- Research, contact, and interview sources to create stories and profiles for monthly newsletter as assigned (The industry may vary); layout content for weekly, monthly, and quarterly email newsletters as directed by the Account Manager.
- Work with the team to coordinate client calls, create project schedules, schedule meetings and presentations, and manage ongoing client relationships.
- Write client-facing emails, take comprehensive notes, and follow-up all meetings with succinct next steps and related documentation.
- Create and post approx. 3x weekly on various social media for multiple clients.
 - Team member will be expected to learn the tone and information for the client association that will enable them to post relevant, strategic content.

- Distribute emails through email automation software as directed, manage distribution lists, and coordinate with other members of the team as needed.
- Copy edit and proof printed and online documents for other communications team members.
- Create, layout, and edit online graphics in Canva or other related software.
- Manage a communications calendar.
- Perform website content maintenance, including regular refresh of information to ensure content is current, valuable and accurate.
- Compile and analyze data to provide insight on key performance indicators and interpret for future marketing activities.

Education, Experience, and Qualifications:

Required:

- Bachelor’s degree required.
- Strong experience using platforms such as: Mailchimp and Constant Contact, Hootsuite (or other social media management tools), Facebook, Twitter, Instagram, LinkedIn, and Canva (or similar) graphic design tool.
- Strong writing skills, ability to interview a source, write a story, and then edit collaboratively with others.

Other Preferred Skills:

- Excellent written and verbal communications skills – applicable to both more formal writing and social media tone.
- Must have an eye for details, be vigilant about error proofing content, copy editing, and presenting a clean, professional product to client partners.
- Must have an eye for design and layout – be able to create polished, professional, and clean graphics to accompany posts.
- Must be well organized, able to manage and meet multiple deadlines and allow time for proofing various communications.
- Must be open to feedback and change from various directions on design and in writing.
- Proficiency in Microsoft Office software.
- Must be skilled at conducting interviews, understand professional communication, and be comfortable and professional when talking via zoom/teams with clients directly.

Work environment:

The position is open to remote work. Location of remote work must be approved by upper management.

Other Preferred Skills & Abilities:

1. Must be able to deal with people in a manner which shows sensitivity, tact, and professionalism.
2. Must be detailed, organized and always on time with deadlines and projects.
3. Communicate information and ideas clearly and concisely, in writing and verbally.
4. Ensure compliance with contract terms, policies and procedures through high attention to detail and effective time management.
5. Maintain confidentiality.
6. Ability to handle multiple tasks, prioritize work, and handle pressure to achieve goals.
7. Be able to adapt to new programs or projects as needed.
8. Must be self-motivated and work independently, making decisions as needed.
9. Plan, organize and prioritize time and workload to accomplish tasks and meet deadline.

10. Be able to ask questions and collaborate with team and client board members, as well as receive and accept direction and feedback.

Duties and Responsibilities – General:

1. Keeping other staff members informed about issues of importance in the associations.
2. Providing any additional support services included in client agreements with association.
3. Some travel is required for this position. All required travel will have at least two days' notice.

This job description may not be all-inclusive, and employees are expected to perform all other duties as assigned and directed by management. Job descriptions and duties may be modified when deemed appropriate by management. To apply – email resume, cover letter, writing sample and references to careers@asginfo.net.

Employee Name and Date

Supervisor Name and Date