



## Job Description

**Job Title:** Marketing and Communications Coordinator  
**Department:** Strategic Communications  
**Reports To:** Vice President, Marketing and Communications  
**FLSA Status:** Non-Exempt  
**Location:** Hybrid, Twin Cities Metro Area

### Mission

*The American Registry of Radiologic Technologists promotes high standards of patient care by recognizing qualified individuals in medical imaging, interventional procedures, and radiation therapy.*

### Vision

*ARRT will be the premier organization for credentialing healthcare technology professionals in medical imaging, interventional procedures, and radiation therapy.*

### Values

*ARRT is a principled and mission-driven organization that values and demonstrates quality, integrity, objectivity, and evidence-based decision making.*

### Position Summary:

The Marketing and Communications Coordinator provides administrative support for the Strategic Communications department.

### Duties and Responsibilities

#### Communications, Marketing and Branding

- Assist the Strategic Communications team in the execution of communications and marketing strategies.
- Manage and order marketing product inventory including ARRT forms, printed items, and promotional items.
- Assist with maintaining the organizational brand and promoting understanding and compliance with internal and external stakeholders.
- Provide graphic support using Adobe InDesign and/or Canva and help create PowerPoint presentations.

#### Conferences

- Assist with coordination of conference exhibits.
- Assist with managing vendor relationships, including providing clear expectations to ensure efficient use of resources and successful project outcomes.

#### Administrative

- Perform administrative tasks to support the department.
- Develop and maintain media lists and shared electronic and paper files.

- Source vendors.
- Fulfill electronic and postal mailings.
- Process purchase orders.
- Manage department email inbox.

### **Writing**

- Seek appropriate information from sources and write audience-specific copy to meet communication objectives. Writing types might include web content, promotional, internal audience, social media, and news releases.

### **Miscellaneous**

- Coordinate special projects, production, and mailings.
- Perform miscellaneous tasks as assigned.

### **Minimum Qualifications**

- Bachelor's degree in communications, Marketing, or related field; or associate degree with 3-5 years of similar work experience.
- One to three years of experience in Marketing and Communications.

### **Skills and Abilities:**

- High level of attention to detail
- Excellent organizational skills
- Strong collaborator
- Strong multitasker
- Effective grammar usage
- Solid business writing skills
- Proficient in Microsoft Office 365
- File management

### **Preferred Skills and Abilities:**

- Associate Press (AP) style
- Video experience
- Social media
- Graphic design

### **Physical Demands:**

*Climbing: Ascending or descending ladders and the like, using feet and legs and/or hands and arms with body agility.*

*Close Visual Acuity: Preparing and analyzing data; viewing a computer screen; and extensive reading.*

*Crouching: Bending the body downward and forward by bending leg and spine.*

*Fingering: Typing, or otherwise working, primarily with fingers*

*Hearing: Ability to receive detailed information through oral communication*

*Kneeling: Bending legs at knee and resting on knee or knees.*

*Light Work: Exerting up to 20 pounds of force occasionally, and up to 10 pounds of force frequently, and negligible amount of force constantly to move objects.*

*Reaching: Extending hand(s) and arm(s) in any direction.*

*Repetitive Motions: Substantial movements of the wrists, hands, and/or fingers.*

*Sedentary Work: Sitting most of the time; occasional walking and standing.*

*Stooping: Bending body downward and forward by bending spine at the waist and requires full use of the lower extremities and back muscles.*

*Talking: Spoken word activities can be relayed accurately, loudly, or quickly*