



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

- Write audience-specific copy to meet communication objectives utilizing the following writing types, 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 collaboration skills
- Strong multitasking skills
- 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



ARRT Core Values

Accountable

We can count on each other.

We are responsible, reliable, and dependable. We follow through on our commitments in a thoughtful and efficient manner.

Adaptable

We are open to new ideas, challenges, & ways of working.

We are willing and able to change our behavior, thoughts, and actions to accommodate different situations or environments. We are flexible and can quickly shift direction when needed. We are open to change.

Business Acumen

We manage risks & opportunities to achieve positive results.

We seek to understand business issues and operations, customer needs and preferences, and industry trends so we can provide useful insights and recommendations for achieving our goals. We learn from our mistakes, but don't fear failure. By showing up with composure, confidence, and authenticity, we inspire confidence in others and lead effectively.

Collaborative

We are better when we work together.

We believe diverse skills, backgrounds, and perspectives help contribute to better outcomes. We can agree to disagree and still commit to act. We offer help and accept it.

Committed

We are all part of the solution.

We strive for excellence through continual improvement. We help develop potential solutions to problems and contribute ideas, enthusiasm, and energy for our work.

Critical Thinking

We test our assumptions to make better decisions.

We analyze information objectively, using data from various sources, questioning assumptions, and forming well-reasoned judgments. We determine when enough information is available to act. We use wisdom gained from experience to differentiate between subtleties and make sound decisions while considering positive and negative impacts of a decision.

Emotional Intelligence

We strive for self-awareness.

We recognize, understand, and manage our own emotions in positive ways to relieve stress, communicate effectively, empathize with others, overcome challenges, and defuse conflict. We set aside ego so we can learn and receive feedback.

Growth-Oriented

We are always learning & teaching.

We are committed to professional growth, seeking ways to enhance our technical and people skills and business knowledge. We embrace a coaching mentality to empower others to excel and make valuable contributions to the organization. We seek and provide constructive feedback.

Integrity

We do the right thing.

We are honest, fair, and ethical. We admit mistakes and work to reconcile disagreements or conflict respectfully. We give credit where credit is due.

Listening

We seek first to understand.

We use empathetic listening, including nonverbal body language or written words. We respectfully recognize others' diverse perspectives and needs without interrupting or jumping to conclusions before they finish speaking. We ask questions that promote discovery and insight to confirm understanding.

Resilient

We bounce back.

We strive to recover from adversity, challenges, or setbacks by positively adapting to difficult situations. We maintain emotional equilibrium by using appropriate coping strategies. We are persistent and keep moving forward.

Strategic Thinking

We plan and shape the future to achieve our goals.

We evaluate complex situations and anticipate future trends and challenges to develop long-term plans that achieve our goals. We connect the dots between different pieces of information, weigh options and form plans by blending analytical thinking, creativity, and foresight.