AHIP
Position Description

Position: Receptionist / Marketing Associate

Department: Public Affairs

Employee in Position: Vacant

Reports To: Vice President, Public Affairs and Marketing Deputy Director

Scope: F/T; Exempt; Permanent

Date: May, 2015

☐ Yes  ☑ No This position is subject to a pre-employment criminal background check

Position Summary:

Under the supervision of the Vice President Public Affairs, the Marketing Associate provides top-quality customer service to AHIP member companies, business affiliates, guests, and the general public through serving the office’s main reception area. This position is essential to the organization as a whole and helps ensure that calls to the main phone line are handled professionally and guests are treated according to AHIP’s standards of excellence.

Also within the Public Affairs department, the position supports the Marketing team, reporting to the Deputy Director Marketing. The position focuses on supporting and executing marketing activities for membership and non-dues revenue programs including conferences and courses.

Specific Responsibilities:

Front Desk (Receptionist) Responsibilities (approximately 50% of time):

- Ensure calls are expeditiously handled and all guests are treated with excellent customer service.
- Professionally process incoming and internal calls according to protocols.
- Identify areas for process improvement and utilize technology and other resources to help the reception team better serve callers and guests. Catalog and update the front desk procedures manual as processes evolve.
- Provide conference room and meeting support, including booking meeting rooms, coordinating A/V equipment, assisting with catering, etc.
- Maintain comprehensive knowledge of functions and structures of departments in and throughout the association.

Marketing Responsibilities (approximately 50% of time):

- Assist in the execution of marketing programs, including print materials, emails and social media. Includes content development, managing to deadlines, and securing approvals in a timely manner
• Assist with media planning and execution, including media research, coordinating media contract review and signature with legal and supporting overall tracking of materials and costs.
• Run weekly email reports, maintain monthly email calendar, run other response reports as needed
• Facilitate departmental meeting logistics, including scheduling and agenda distribution

Other Responsibilities:
• Maintain a clean and organized workspace.
• Support a secure environment and implement the appropriate security procedures as needed.
• Other duties as assigned.

Supervisory Responsibilities:
• None.

Skills:
• Excellent verbal and written communication skills, including promotional copywriting.
• Ability to multi-task with strong attention to detail and proofreading, and the ability to perform under deadline pressure.
• Demonstrate a strong work ethic.
• Ability to work independently with excellent organization skills and willingness to take ownership for wide-ranging responsibilities.
• Propensity to lead and be proactive when appropriate and necessary.
• Exemplary customer service skills and the ability to accommodate different situations and temperaments.
• Polished interpersonal skills in communicating with a variety of stakeholders (AHIP staff, member company representatives, and others).
• Must exercise superb judgment and demonstrate professionalism (reliability, appearance, and dependability).
• Friendly and positive demeanor; team player who enjoys interacting with people.
• Ability to manage multiple deadlines and master scheduling requirements on a self-directed basis, including prioritizing tasks and making quick adjustments when called for.

Experience:
• At least one year of professional experience required - customer service, client relations, or marketing preferred.
• Proven experience applying organization skills to improve process or efficiency.
• Track record of communicating effectively with individuals from all areas in an organization, particularly with c-suite staff, external VIP member contacts, and service vendors.
• Strong computer skills (keyboard proficiency and experience with MS Office).
• Demonstrable interest in marketing through professional, academic, social, or personal experience.
Education:

- College degree.
- Marketing / advertising degree preferred

Significant Work Activities & Conditions:

- Continuous sitting for prolonged periods more than 4 consecutive hours in an 8 hour day.
- Keyboard use of greater or equal to 80% of the workday.

Percent of Travel:

- There is no travel associated with this position.

*The purpose of a job description is to describe the overall function and general responsibilities of a job. Job descriptions are used in hiring and training and to provide employees with a better understanding of employer expectations. Actual job functions and duties will vary as job responsibilities and business needs require.*

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**Equal Opportunity Employer**

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or national origin

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Interested candidates must send resume, references and a cover letter that includes salary requirements to: hr@ahip.org or mail to:

America's Health Insurance Plans (AHIP)  
ATTN: HR Dept/MKPAA  
601 Pennsylvania Avenue, NW  
South Building, Suite 500  
Washington, DC 20004