



Program Specialist, Digital Communications

ACS International, Ltd. (ACSI) is a wholly-owned subsidiary of the American Chemical Society. ACSI is comprised of representatives that serve the scientific community worldwide. Employees represent products and services provided by ACS divisions, including ACS Publications and Chemical Abstracts Service (SciFinder® and STN®) to the world's most important scientific companies, government organizations, global patent offices and academic institutions to promote research and discovery.

The Division of Membership and Society Services (M&SS) is responsible for recruiting, retaining, recognizing and servicing members around the world. With over 151,000 members worldwide, providing an integrated suite of benefits that meet current and potential member needs is vital to the Society. The Membership Department, in conjunction with other M&SS units, is charged with service as the Society's central hub to promote innovative products, programs and services relevant to businesses, institutions, and individuals associated with the chemical enterprise in India.

ACSI is currently seeking a Program Specialist, Digital Communications based from ACS International India' Delhi office.

The ACS Membership and Society Services Division (M&SS) carries out the largest and most diverse set of programs in support of ACS members and potential members. The overall purpose of this position is to expand ACS membership footprint in India by creating a strong online presence. ACS membership provides a wide range of member benefits, to attract potential members and retain current members, it is required to promote and popularize members' benefits and develop customized member communication across academia, industry ranging from early career to senior professionals. Therefore, different channels of virtual communication such as newsletter, social media, webinars, online events, online portal, and variety of marketing campaigns will be implemented to cater members' and potential members' need. The Associate will work closely with ACS M&SA headquarters and ACSI India staff on delivering local member benefits and ensuring a seamless member experience. Based in Delhi, the position reports to Associate Director- India, Editorial, Society Programs and Services.

Position Accountabilities:

- Develop an integrated virtual interaction/engagement action plan that aligns with organizational goals to optimize content, including email campaigns, social media, newsletters, webinars, online events, ACS Talks and online portal to drive member recruitment and retention.
- Lead the creation/curation of online content based on insights from customer research, internal stakeholders, and analysis of content consumption using templates and guidelines to adhere to brand, customer journeys, targeted personas and creative platform guidelines.

- Own speedy and timely execution of planned and agreed collaborative projects.
- Well versed in the digital media landscape and regularly provide reports and presentations on content performance, success or failure of initiatives and strategy recommendations.

Knowledge, Skills and Experience

- Direct experience working on social marketing platforms analytic tools i.e Facebook, YouTube, Twitter, Instagram, Hootsuite etc.
- Deep understanding of developing virtual communities using online/digital communication, social media and other relevant tools and tactics.
- Specific or generic to industry tools/systems: MS Office, Eloqua, Brainshark, Salesforce.com, Zoominfo, Hoovers, PitneyBowes, graphic programs, Tableau or other visualization tools.
- Experience in working in a matrix environment with multiple stakeholders and partners.
- Excellent organizational and time-management skills are required together with the ability to work under pressure, manage own workload, prioritize and to meet deadlines.
- Exceptional writing skills that include strong copy writing and proofing skills.
- Direct experience managing vendors and/or agency partners to accomplish work

Educations and other criteria

- Bachelors' degree in related field, science, engineering and medicine background will be preferred and MBA degree will be a plus.
- 5+ years of relevant experience that includes at least 3+ years of successful digital communication/social media experience.
- An established track record of developing impactful projects from conception through to execution.
- High degree of integrity and honesty.
- Able to work independently and within a team; characterized by being self-sufficient and self-motivated
- Strong resourcefulness, proactive and flexible attitude, ability to understand different cultures and behaviors
- Proactively predict and respond to issues and a creative thinker
- Execution champion
- Required travel within India for attending conferences, and related activities

To apply for a position, please submit your cover letter and CV to careers@acsi.info