



Title: Marketing & Communications Coordinator

Reports to: Director of Membership & Strategic Growth

Location: Hybrid (Northern Virginia) or Remote. Occasional travel required.

About TMA:

The Monitoring Association (TMA) is the premier trade association representing the professional monitoring and response industry. TMA is dedicated to advancing the professional monitoring industry through education, advocacy, standards, and collaboration with public safety partners.

Position Overview:

TMA is seeking a creative, organized, and results-oriented Marketing & Communications Coordinator to support the association's marketing and communications activities. Reporting to the Director of Membership & Strategic Growth, this position will help develop and execute marketing and communications that strengthen TMA's brand, promote membership value, increase participation in programs and events, and advance the organization's strategic priorities.

The ideal candidate is a strong writer and hands-on marketing professional who can manage multiple projects and deadlines while maintaining close attention to detail. This role requires someone who is comfortable creating content across channels, coordinating with staff and volunteer leaders, and using performance data to improve results.

Key Responsibilities:

Content Development & Communications

- Write, edit, and proofread clear, compelling content for email campaigns, newsletters, websites, social media, press releases, event promotions, presentations, and other communications.
- Translate TMA's programs, priorities, and member value into audience-focused messaging for members, prospects, sponsors, partners, public safety stakeholders, and the media.
- Coordinate the production and distribution of TMA's regular member communications and publications, including TMA's e-newsletter and e-magazine.
- Maintain a consistent editorial voice and ensure communications are accurate, timely, and aligned with TMA's brand.

Digital Marketing & Website Management

- Build and execute email campaigns, including audience segmentation, scheduling, quality assurance, and performance reporting.

- Develop and manage TMA's social media content calendar and day-to-day presence across relevant platforms.
- Create, update, and proofread website content to ensure information is current, engaging, and easy to navigate.
- Track and analyze email, website, social media, and campaign performance; recommend adjustments to improve engagement and results.

Campaigns, Programs, & Events

- Support integrated marketing campaigns for membership recruitment and retention, education and certification programs, events, sponsorships, publications, and other revenue-generating offerings.
- Develop promotional materials and coordinate campaign schedules, deliverables, approvals, and deadlines across departments.
- Support marketing and communications for TMA conferences, webinars, awards programs, and industry events, including script development and occasional onsite assistance.
- Collaborate with staff, committees, subject-matter experts, and external partners to gather information and develop relevant content.

Brand, Media, & Production Support

- Help maintain TMA's brand standards across digital and print communications.
- Create or coordinate the development of basic graphics, presentations, marketing collateral, and event materials using established templates and brand guidelines.
- Draft and distribute press releases, maintain media lists, monitor relevant industry coverage, and support responses to media inquiries.
- Coordinate with designers, printers, publications, and other vendors as needed to keep projects on schedule and within budget.
- Maintain organized files, content archives, marketing calendars, templates, and other departmental resources.
- Perform other duties as assigned.

Qualifications:

- Bachelor's degree in marketing, communications, public relations, journalism, or a related field.
- 2-4 years of professional experience in marketing, communications, public relations, or a related role; association or nonprofit experience preferred.
- Excellent writing, editing, and proofreading skills with the ability to adapt content for different audiences and channels.
- Experience developing email campaigns, social media content, website updates, and digital marketing materials.



- Strong project management and organizational skills with the ability to manage multiple priorities and meet deadlines.
- Working knowledge of email marketing platforms, content management systems, social media tools, and analytics.
- Proficiency with Microsoft Office and basic graphic design tools such as Canva and Adobe Creative Cloud.
- Strong interpersonal skills and the ability to collaborate effectively with staff, volunteers, members, vendors, and external partners.
- High degree of accuracy, initiative, sound judgment, and follow-through.
- Ability to work independently in a remote or hybrid environment and travel occasionally for events and meetings.

Ideal Candidate:

The ideal candidate is a versatile communicator who combines strong writing skills with practical digital marketing experience. They are curious, collaborative, and comfortable moving between strategic priorities and hands-on execution. This individual takes ownership of assignments, brings ideas forward, and thrives in a fast-paced environment where priorities may evolve.

To Apply:

Interested candidates should submit a cover letter, resume, and two relevant writing or work samples to jfranklin@tma.us.