



JOB ANNOUNCEMENT

TITLE: Communications and Marketing Manager
HOURS: Full-time
SALARY: \$70,000 - \$80,000
BENEFITS: Medical, dental, holiday, paid earned leave, retirement, etc.

DESCRIPTION: Health Imperatives is a non-profit community-based agency that provides health and human services to more than 30,000 families and individuals each year in communities stretching from Quincy to Nantucket. Our mission is to improve the health and well-being of low-income and vulnerable families and individuals in Southeastern Massachusetts. We provide sexual and reproductive health services; WIC nutrition assistance; emergency shelter, crisis counseling, and advocacy services for domestic violence and sexual assault survivors; home visits to assist young parents; and health care and supportive services for adjudicated youth and formerly incarcerated individuals.

We are seeking an experienced communications professional who is eager to tackle the challenges of developing innovative strategies and new messages and materials that will significantly increase Health Imperatives' visibility, expand recognition of our brand and utilization of our services, and inform and motivate our current and prospective donors. Under the supervision of the Vice President of Development and Community Relations, the Communications Manager will spearhead the development and implementation of a cutting edge communications and marketing plan that will enable Health Imperatives to achieve and maintain a high-profile presence in the many communities we serve.

POSITION RESPONSIBILITIES: The position will be responsible for promoting Health Imperatives' brand, mission, and programs, enabling the organization to achieve new levels of visibility across our region. Under the supervision of the Vice President of Development and Community Relations, the Communications Manager will:

- Develop and implement an innovative and comprehensive communications and marketing strategy to increase Health Imperatives' name recognition and stature throughout Southeastern Massachusetts;
- Create a portfolio of new marketing messages and materials (e.g., annual report, rack cards, e-newsletter, etc.) for clients, donors, and the general public to increase brand recognition and familiarity with Health Imperatives' programs and services;
- Foster strongly positive relationships with the media, donors, and clients through ongoing dissemination of messages and materials that resonate with these stakeholders;
- Provide support to the President and CEO in securing speaking engagements and coordinating high-level meetings;

- Develop customized materials for current and potential community partners to increase their knowledge of Health Imperatives' program and services;
- Serve as a spokesperson for the organization and proactively liaise with the media to pitch stories and respond to requests for interviews, statements, and other information;
- Write letters to the editor, press releases, and op-eds and connect with local and regional media to ensure that these materials are published;
- Create a dynamic and engaging social media presence for Health Imperatives;
- Oversee the redesign of Health Imperatives' website to improve layout, navigation, and interactivity;
- Manage Health Imperatives' website, continually developing new website content and incorporating innovative, interactive features that draw more visitors to the website;
- Design and manage print and online advertising for Health Imperatives' programs and services;
- Organize and facilitate focus groups to ensure that client input continuously informs the development of communications messages and materials;
- Assist with internal employee communications (e.g., memos, e-mail messages, e-newsletters, etc.) as needed;
- Assist with grant proposals and reports as needed; and
- Carry out other duties as assigned.

QUALIFICATIONS: Bachelor's degree required and Master's degree preferred. Seven to 10 years' experience in communications, marketing, public relations, or related field preferred. The successful candidate must have demonstrated experience in leading communications projects; developing and executing strategic plans to advance communications and marketing goals; creating polished and effective communications materials; serving as a spokesperson and a liaison to local and regional media; using social media channels effectively to deliver communications and marketing messages; and managing interactive, user-friendly websites. The ideal candidate will be a self-starter, a team player, a creative problem-solver, and a confident and effective presenter. Strong writing, editing, proofreading, and layout and design skills are essential. Excellent project management, organization, and time management skills are also required. Must be able to work independently and be flexible in response to changing work priorities.