



ADVOCATES FOR
COMMUNITY
HEALTH

POSITION TITLE: Communications & Marketing Manager

LOCATION: Washington, D.C. (Hybrid)

TRAVEL: Occasional

POSITION SUMMARY

Advocates for Community Health (ACH)—a nonprofit membership organization that advances health care delivery to underserved populations and achieves health equity in support of patients and communities in need—is seeking a Communications & Marketing Manager to play a critical role in accomplishing ACH’s goals. The Communications & Marketing Manager will manage a diverse portfolio of responsibilities, including ACH’s digital marketing, membership retention and recruitment, and strategic communications. **This is a hybrid position; strong candidates will have experience meeting goals in a telework environment, with the ability to work in our Washington, DC office at least once per month or more frequently as needed.**

The ideal candidate must have a proven track record of successful marketing management, communications, and creative outreach skills and the ability to multitask and work well with other team members in a fast-paced environment. This person plays a critical role in increasing awareness, engagement, and conversion for our membership, programs, and advocacy services. The Communications & Marketing Manager reports to the Director of Communications & Marketing and works closely with the larger ACH team, including the Membership, Programs, and Policy departments.

RESPONSIBILITIES/DUTIES

- Implement and refine ACH’s integrated communications strategy, including content creation and assets for media relations, public policy, advocacy, and member engagement efforts with ACH’s Director of Communications & Marketing
- Lead, develop, and manage social media marketing, email marketing, newsletter, blog, and other digital media
- Implement strategic plans for member marketing and partnership marketing
- Utilize Customer Relationship Management (CRM) software to design and implement marketing and communications strategies geared at member engagement
- Spearhead ACH’s storytelling efforts, including leading, supporting or advising on messaging for other communications vehicles, such as the Annual Report, advocacy, and membership campaigns
- Develop and execute a social media and editorial calendar for multi-faceted communications for day-to-day content posting, copywriting, and communications
- Optimize and manage the ACH WordPress website, including managing day-to-day SEO strategy
- Develop and raise ACH’s brand identity profile across all channels



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- Source thought leadership content from internal and external stakeholders, leveraging various content formats such as articles, social media, and webinars while maintaining alignment with the ACH brand
- Assists with securing earned media placement in key digital outlets by cultivating relationships with press and coordinating press events in collaboration with ACH's Director of Communications & Marketing
- Maintain marketing and membership enablement materials and resources to support Membership and Programming in their efforts to drive engagement
- Maintain working knowledge of health policy issues affecting community health centers
- Provide excellent customer service and support to members and partners
- Support ACH staff with content creation, talking points, slide deck presentations, and other tools for public-facing opportunities
- Track and analyze key progress indicators (KPIs) and support other departments, as requested, in the use of organizational data
- Assist with the planning and execution of events, including the Annual Member Meeting and other opportunities to promote membership and organizational engagement

QUALIFICATIONS

- 3-5 years' experience in marketing, including digital and social media marketing
- 3-5 years' experience in non-profit communications and editorial planning
- Design experience, including Adobe Creative Suite and/or Canva
- Experience using CRM software – such as Salesforce, HubSpot, Insightly - or similar software for database management.
- Experience using Google Analytics.
- Excellent communication skills
- Able to collect and analyze complex information, problem-solve, and make decisions
- Experience in a fast-paced work environment
- Ability to plan, set, and meet timelines
- Highly organized self-starter with creative problem-solving skills and the ability to multitask
- Strong work ethic and teamwork skills
- Passion for advocacy work and commitment to ACH's mission
- Ability to maintain regular 40-hour workweek schedule with core hours including 9:00 am to 5:00 pm EST
- Ability to work in person in our Washington, DC office at least once per month or more frequently as needed

PREFERRED SKILLS

- Experience in associations, societies, or healthcare a plus
- Video marketing experience a plus



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BENEFITS

In addition to a competitive base salary range of \$75,000 - \$85,000, Advocates for Community Health offers a benefits package that includes:

- Generous PTO plan including unlimited vacation leave and 12 paid holidays
- Generous coverage for a variety of Health, Dental, Vision, STD, LTD and Life Insurance plans
- Access to ACH's 403(b) retirement plan
- Company laptop and cell phone

To apply, please submit a resume and cover letter to info@advocatesforcommunityhealth.org.