



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 the Health Center mission by advocating for bold and meaningful health policy changes—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, 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, as well as 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 Associate Vice President 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 marketing and communications strategy, including content creation and digital assets for , public policy, advocacy, and member engagement efforts with ACH’s AVP of Communications & Marketing
- Lead, develop, and manage social media marketing, email marketing, newsletter, blog, and other digital media
- Manage Customer Relationship Management (CRM) software to implement marketing and communications plan geared at member engagement and brand awareness
- 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 implementing day-to-day SEO tasks.
- Develop and raise ACH’s brand identity profile across all channels
- 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



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- Assists with securing earned media placement in key digital outlets by cultivating relationships with press and coordinating media events in collaboration with ACH's AVP 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 objectives and key results (OKRs) 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
- Demonstrated strong digital design experience including Adobe Creative Suite and/or Canva
- Working knowledge of CRM software – such as Salesforce, HubSpot, Insightly - or similar software for database management.
- Demonstrated 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 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 health policy communications a plus
- Experience in associations, societies, or healthcare a plus
- Video marketing experience a plus

BENEFITS

- Generous PTO plan including unlimited vacation leave and 12 paid holidays



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- Generous coverage for variety of Health, Dental, Vision, STD, LTD and Life Insurance plans
- Access to ACH's 403(b) retirement plan
- Company laptop and cell phone

The salary range for this position is \$80,000 - \$87,000 per year.

To be considered for this position, please submit a cover letter, resume, and work samples to sapplebee@advocatesforcommunityhealth.org.