

POSITION DESCRIPTION

POSITION:	Digital Communications & Marketing Manager
DEPARTMENT:	Administration
LOCATION:	Remote
HOURS:	Part-Time (up to 20 hours/week)

The ideal candidate will have experience in developing and managing all forms of communication and marketing, with emphasis on digital marketing. The candidate selected will be responsible for the organization digital communications and marketing strategy, website / web content, marketing collateral, social media, data collection and market research.

Strategy

- Develop and implement a comprehensive marketing plan, including marketing strategies and initiatives based on NCBHS' mission and community education goals.
- Develop integrated marketing strategies using consumer insights that inform marketing plans, as well as test the effectiveness of marketing activities.
- Create and maintain a unified brand identity across all campaigns, promotional materials, and postings.
- Manage and maintain a marketing plan/calendar.
- Develop and manage the marketing budget.

Website / Web Content

- Oversee the organization's website.
- Manage digital and web content through the entire lifecycle, including writing, editing, revising, approving, scheduling, publishing and reporting.
- Conceptualize, create, and produce web content/pages.

Marketing Collateral

- Coordinate promotional efforts, with an emphasis on consistency of message, brand development, and creating a sense of belonging.
- Direct and supervise the design, procurement, production (including final-product proof) and dissemination of all marketing collateral.
- Utilize on-line and off-line marketing channels, including print, web, social media, digital and direct advertising.
- Coordinate the design, purchase, and dissemination of branded promotional items.

Social Media

- Oversee social media efforts.
- Work to conceptualize and produce shareable content across multiple social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn).
- Analyze on effectiveness of digital content.
- Develop a calendar for social media content, in conjunction with mental health and addictions recognition days/weeks/months.
- Monitor and engage in social conversations with clients/partners.

Data Collection / Market Research

- Assess effectiveness of targeted promotional efforts.
- Analyze and report on the effectiveness of digital content.
- Use Google Analytics to report on the effectiveness of website content.
- Stay abreast of current trends in marketing and proactively share information with supervisors.

Preferred Qualifications:

- Experience in mental health or nonprofit-industry marketing preferred.
- Bachelor's degree in the communications and/or marketing or a related field.
- Demonstrated experience using the following tools to develop, implement, and track the performance of marketing initiatives:
 - Google Analytics
 - Social Media Advertisements
 - Constant Contact
 - Adobe Acrobat Pro
 - Microsoft Office
- Experience using quantitative and qualitative data to develop company-wide marketing strategies.
- Able to manage cross-departmental projects by utilizing strong collaboration skills.
- Proven ability to manage multiple, competing priorities simultaneously.
- Must be able to sit and work at a computer for long periods of time.

If you are interested in this position, please send application/resume to: hr@ncbhs.org
or mail to NCBHS, PO Box 1488, LaSalle, IL 61301.