

Feminist Women's Health Center
Job Announcement
Communications Manager



Reports to: Director of Development and Communications (DDC)
Classification: Full-time/Non-Exempt
Salary: \$42,850 Annual Salary
Benefits: We offer a comprehensive benefits package including health insurance, employer matched 401K, unlimited PTO and other leave policies (see detailed breakdown later in this document).

The primary goal of the Communications Manager is to grow the market share of patients and profits with competitive strategies that reflect our values and brand. The manager collaborates with directors and program leads to shape the direction of marketing campaigns and to meet marketing goals. Working closely with the Director of Development and Communications (DDC), to set standards, maintain the organization brand and train staff on various digital platforms, the manager's secondary role supports fundraising and community programs' communications. This role requires ongoing research and training on marketing, and digital communications platforms, visual design tools, and best practices for-profit and nonprofit engagement. This role involves working with multiple vendors and representatives from the whole organization.

Qualifications:

- Three or more years of relevant work experience; formal education is not valued over experience.
- Demonstrated commitment to reproductive health, rights, and justice issues.
- Experience working with a reproductive justice organization, Black led or organization with a commitment to racial justice.
- Attention to detail, organization, and ability to meet deadlines.
- Strong writing and proofreading skills.
- Demonstrated experience with all types of social media including Twitter, Facebook and Instagram.
- Ideal candidate will have experience in managing Google AdWords and in website maintenance work using WordPress.

- Demonstrated skills in graphic design using Canva. Experience with graphics software such as Adobe Creative Suite a plus.
- Ability and willingness to learn new skills related to digital marketing and graphic design.
- Ability to work effectively both independently & as part of a team, and to manage multiple, simultaneous projects with all parts of the organization.
- Spanish language skills, especially reading and writing, preferred.
- Familiarity with health communications, social justice movement building and organizing a plus.

Clinic and Program Services Marketing:

- Leading development of clinic marketing plans in collaboration with organization leaders.
- Coordinating quarterly clinic marketing meetings to share progress, gather feedback and patient data, adjust plans, etc.
- Managing advertising platforms including creating and updating content, tracking performance, billing, etc. Coordinate with Google Ads and SEO consultant team to optimize, track and manage Google Ads.
- Developing and implementing clinic marketing campaigns using traditional and new media approaches including social media, blogging, podcasts, billboards and social service partnerships to reach potential patients.
- Developing clinic marketing materials (brochures, patient surveys, aftercare bag, etc.)
- Collecting and analyzing data including patient numbers, website traffic, social media reach, etc. on a regular basis (quarterly) to inform marketing plans in addition to creating a marketing report.
- Supporting the community outreach programs team with communications campaigns and developing promotional materials.

Digital Media Management:

- Website Management: Updating content, working with webmaster to manage technical and security updates, monitor and improve performance, etc.
- Search Engine optimization: Work with consultant and webmaster on improving SEO.
- Social media: Monitoring and updating social media platforms, responding to messages as needed, reviewing performance, exploring new tools and social media opportunities for increasing reach and engagement.
- Email Marketing: Managing Mailchimp account including updating lists, sign-up forms, templates, etc. Create and send quarterly newsletters and support other team members in creating periodic emails.

- Digital reviews: Work with DDC to monitor, triage and respond to online reviews on platforms like Google, Yelp, etc.

Content Creation, Design and Brand Management:

- Reviewing, designing and/or managing production of digital and print marketing material (e.g., social media graphics, logo design, postcards, flyers, annual report/impact report/ blog). Coordinate with graphic designers and other contractors as necessary.
- Supporting marketing campaigns for community engagement and fundraising events & campaigns including helping the DDC develop promotion plans, reviewing materials, editing content, etc.
- Developing, updating and managing overall brand style via social media guide, brand guide, email style guide for use across departments. Facilitating trainings as needed for new and current staff.
- Coordinating ordering and production of routinely required materials like business cards, swag, signage, etc.

Public Relations & Events:

- Supporting DDC/Community Programs/Directors in developing and maintaining press and media relations.
- Supporting development team in logistics and planning for major events.
- Takes a leadership role in preserving the integrity and messaging of FWHC outward and inward facing communications.
- Occasionally be prepared to draft press releases, represent our work at events and speak knowledgeably about our mission, reproductive justice, our clinic services and community programs, possibly present an appeal for donations.

Upholds the philosophy of the Feminist Women's Health Center by:

- Maintaining work performance consistent with the policies and procedures.
- Demonstrating an ability to work well with diverse groups of people.
- Maintaining a high degree of professional ethics, which includes confidentiality of all client, donor, volunteer & employee information, business strategies, etc.
- Utilizing work time efficiently and with integrity.
- Contributing to a positive team environment through reliability and accountability; communicating positively and assertively; & appreciating and recognizing your team members.
- Contributing to self-development and professional growth by seeking opportunities to learn through journals, seminars or special programs and shares learning with others.

- Communicating effectively with supervisors on the status of work in progress, including written status reports and staff meetings.
- Completing projects and work assignments as assigned by deadlines.
- Communicating questions about work assignments or deadlines to supervisors.

Benefits:

We offer a generous benefits package including:

- Unlimited flexible paid time off;
- Parental leave and medical leave of absence;
- Employer-sponsored health insurance, dental insurance, and vision insurance;
- Flexible spending account;
- 401(k) + 3% employer matching;
- Employer-paid disability insurance and life insurance;
- Employee assistance program;
- Professional development assistance

To apply for this job, please include a resume and cover letter for consideration. Send your application to development@feministcenter.org. Applications accepted on a rolling basis until position is filled.