Communications and Marketing Manager Job Description

Application Deadline: September 7, 2021 (Application review starts immediately and interviews will be conducted on a rolling basis until the position is filled)

Target start date: September 2021

Salary: $50,000 - $60,000

Benefits: Medical, dental & vision coverage, and a 403(b) plan with employer match. California Black Women's Health Project (CABWHP) employees are eligible for generous paid vacation, sick time, 10 paid holidays per year and a flexible work environment. In addition, CABWHP offers an array of intangible benefits such as a highly collaborative environment, mental health days, family-friendly environment, schedule flexibility, professional development and leadership training opportunities.

Hours: Full-time/Exempt. Flexible work environment and occasional evening and weekend hours may be required to fulfill the duties of this position.

Location: Currently remote but the position is based in Inglewood, California. Some travel may be required for all-staff retreats.

Organization Profile:

Founded in 1994, California Black Women’s Health Project is the only statewide, non-profit organization solely committed to improving the health of California's 1.2 million Black women and girls through advocacy, education, outreach and policy. We focus on empowering Black women to take personal responsibility for our own health and to advocate for changes in policies that negatively affect Black women’s health status.

We are unapologetic about advocating on the premise of intrinsic value in the history and heritage of Black women, employing culturally competent interventions that are relevant, appropriate and effective. When recruiting new team members to join CABWHP, our ideal candidates are passionate about Black women, our health and wellness, and our families and communities. To learn more about CABWHP’s meaningful work: visit our website, the Black Birth Worker’s Business Toolkit, and our Mental Health Toolkit.
OUR GUIDING VALUES

EQUITY:
In opportunities, access, and resources – (ensuring that Black women and girls are never overlooked in their pursuit of quality health and wellness by the systems of health and wellness care)

EMPOWERMENT:
Emphasizing individual responsibility and interpersonal support via a Sister Circle model, we empower Black women and girls to improve their health and wellness using a proactive approach

BLACK WOMEN CENTERED:
We are unapologetic about advocating on the premise of intrinsic value in the history and heritage of Black women, employing culturally competent interventions that are relevant, appropriate and effective.

CHANGE:
We operate as a lever for change in community conditions, health disparities, individual behaviors & policies that impact health and wellness.

COLLABORATION:
100% of programming efforts are centered on partnership and a fundamental belief that collective engagement is essential to effective prevention and early intervention.

Position Summary:

Working under the supervision of the CEO, the Communications and Marketing Manager will be responsible for supervising the Marketing Coordinator as well as developing and implementing the organization’s communications, marketing, and public relations strategy in accordance with CABWHP values and ethical storytelling practices.

The Communications and Marketing Manager will create content, curate key messages, and develop talking points to respond to emerging issues in relevant program areas. They will spearhead marketing initiatives with the aim of growing relevant audiences and increasing brand recognition through effective social media presence, website management, digital campaigning, content creation and search engine optimization. Communication coupled with an abundance of creativity, as well as enthusiasm for better health and wellness for Black women and girls are integral to this position.

We are seeking a candidate who is both visionary and pragmatic, a thinker and a doer, an independent self-starter and a highly collaborative team player, and someone who is comfortable
leading and following. We seek a Communications and Marketing Manager who is both a horizontal (community-centered) and vertical (system-informed) social justice advocate, and who is skilled in planning and execution.

The Communications and Marketing Manager exhibits leadership, knowledge and understanding as it relates to the field of health and wellness from a Black women-centered lens, and a passion for media. Qualified candidates must be highly motivated, capable of self-direction, amenable to shared leadership and able to work collaboratively in a teamwork capacity. Candidates must be tech savvy and detail-oriented with a passion for data. Finally, candidates must exhibit a keen sense of responsibility and enjoy working in a growing and dynamic environment with multiple demands and shifting priorities.

**Position Responsibilities:**

**Brand Management (40%)**
- Manage CABWHP’s brand presence, developing new ideas to drive online and offline engagement.
- Develop marketing collateral, including brochures, leave behinds, and other marketing materials.
- Work collaboratively with a graphic designer to establish and refresh brand guidelines.
- Ensure brand awareness and continuity across digital platforms and outreach materials.
- Assist in creating content regularly to grow and raise awareness for CABWHP and program brands.
- Create and manage email marketing campaigns.
- Write and manage email campaigns and website copy.
- Use analytics to determine effectiveness of current marketing initiatives and use insights to inform and improve future campaigns.
- Coordinate branded Zoom webinars.

**Staff Management (10%)**
- Manage a team of part-time and temporary staff and volunteers.
- Work with the CEO to provide staff development opportunities and continued training for program staff and volunteers.
- Foster a healthy and high performing work culture.

**Communications (30%)**
- Develop and implement a strategy for managing communications with external partners and internal stakeholders.
- Manage relationships with key media players, industry experts, influencers, journalists and bloggers in order to arrange story placement and media coverage on a local,
statewide and national level.

- Train board, staff and volunteers on key messages, and develop talking points to respond to emerging issues in relevant program areas.
- Foster a culture of belonging, trust, effective communication, perseverance, collaboration, and overall excellence with our external partners.
- Monitor press releases that relate to organization’s brands.

**Social Media Management (20%)**

- Build and manage organization social media profiles with a focus on follower growth and increasing engagement metrics.
- Lead social media promotions and campaigns.
- Engage in relevant social media discussions about the organization and mental health in the Black community.
- Maintain the social media calendar.

**Candidate Requirements:**

- BA or BS degree and 2 years experience required in relevant fields such as marketing, journalism, business, etc.
- Excellent written and verbal communication skills, including strong writing, editing, and proofreading.
- Proven experience developing marketing plans and campaigns.
- Strong project management, multitasking, and decision-making skills.
- Metrics-driven marketing mind with eye for creativity.
- Working knowledge of MS Office, Adobe Software (Photoshop, Illustrator, etc.), Canva, WordPress, Hootsuite, Google Analytics and other marketing automation and CRM tools.
- 3+ years experience with all mainstream social media platforms.
- Self-starter who is capable of working independently with minimal supervision.

**Application Instructions:**

To apply for this position, please submit a cover letter, writing sample and resume to wellwoman@cabwhp.org with the subject line “First Name, Last Name, Position Title”. Applications are due September 7, 2021. Application review starts immediately and interviews will be conducted on a rolling basis until the position is filled. CABWHP is an Equal Opportunity Employer and encourages candidates of all backgrounds to apply for this position.