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|  | JOB DESCRIPTION  **DIRECTOR OF MARKETING AND ENGAGEMENT**  *August 2024* |

***The mission of Healthy Start is to improve maternal and child health and to reduce poor birth***

***outcomes and infant mortality in Allegheny County.***

**Overview:**

The Director of Marketing and Engagement is responsible for developing and executing strategic marketing and engagement initiatives to enhance the visibility, reputation, and impact of Healthy Start, Inc. This role involves creating and implementing comprehensive marketing strategies, overseeing communication efforts, and driving engagement with key stakeholders including donors, volunteers, program participants and the community. The Director of Marketing and Engagement must have a strong commitment to health equity and to developing a deep understanding of maternal and child health, public health concepts and health disparities.

**Key Responsibilities:**

1. Planning and Administration:
   * Develop and implement a comprehensive marketing and engagement strategy aligned with the organization’s mission and goals, with a focus on grass roots community engagement and elevating the voices and lived experiences and Black mothers, babies, fathers and families.
   * Conduct market research and analysis to identify opportunities and trends.
   * Set measurable goals and objectives for marketing and engagement activities.
   * Formalize department/team structure and develop and implement standard operating procedures for workflows and deliverables.
2. Communication and Brand Management:
   * Ensure consistent and effective messaging that reflects the organization’s values and mission and builds on Healthy Start’s 4-pronged model (attached) across all channels.
   * Oversee the development and maintenance of the organization’s brand identity and reputation.
   * Manage, optimize and balance the organization’s online presence, including website, social media, and email marketing with people-centered community engagement strategies.
   * Oversee the creation of press releases, newsletters, and other communication materials.
   * Manage media relations and act as the primary point of contact for press inquiries.
   * Ensure clear and effective internal communication within the organization—including serving as a champion and collaborator on staff engagement campaigns.
3. Campaign Management:
   * Plan and execute marketing and storytelling campaigns to promote events, programs, and initiatives.
   * Collaborate with internal teams to create compelling content and promotional materials.
   * Monitor campaign performance and analyze results to drive continuous improvement.
4. Engagement, Outreach and Fundraising:
   * Develop and implement strategies to increase community engagement and build relationships with key stakeholders.
   * Lead the development team to support fundraising efforts through targeted marketing and communication strategies.
   * Set measurable goals and objectives for foundation, corporate and individual giving.
   * Cultivate partnerships with local businesses, media, and community organizations.
5. Team Leadership:
   * Lead and mentor the marketing and engagement team, including hiring, training, and performance management.
   * Foster a collaborative and innovative team environment.
   * Manage the marketing and engagement budget and allocate resources effectively.
6. Reporting and Analysis:
   * Track and report on key performance metrics related to marketing and engagement activities.
   * Prepare regular reports for the CEO, executive team and other stakeholders on marketing effectiveness, fund development and engagement outcomes.
   * Use data and insights to drive strategic decisions and optimize marketing and fundraising efforts.

**Qualifications, Skills and Knowledge Required:**

* Must possess at least 5 or more years of progressive leadership experience/responsibility in marketing, communications, public relations, fundraising/development, and/or community relations, with a bachelor’s degree in a related field of study. Significant experience/training in lieu of degree may be considered.
* Commitment to developing an understanding of the Healthy Start model.
* Proven experience and expertise in marketing, preferably within a non-profit or similar sector, with an understanding of marketing principles and techniques, including digital marketing and social media.
* Proven experience in nonprofit development, fundraising, or related roles, with a track record of successful grant writing and donor cultivation.
* Excellent written and verbal communication skills, with the ability to create compelling proposals and presentations.
* Ability to set clear goals and develop plans for execution and evaluation.
* Demonstrated ability to build and maintain relationships with diverse stakeholders.
* Demonstrated success in project management and/or formal project management training.
* Demonstrated success managing community initiatives.
* Strong time management skills including the ability to identify and manage multiple projects and priorities.
* Strong ability to engage, motivate and activate Healthy Start team members, donors, volunteers and other stakeholders.
* Ability to lead a team and provide clear direction, coaching and support to staff and interns.
* Strong oral, written and technical communication skills.
* Proficiency in marketing and fundraising software and tools, including social media platforms, email marketing systems, content management systems and customer/donor relationship management software.

Other Requirements:

* + Act 33/34 and FBI clearances are required.
  + Valid unrestricted Pennsylvania Driver’s License and must possess valid and current automobile insurance and be listed as an insured driver.
  + Fully vaccinated for COVID-19.

**Physical Demands**:

The work performed is approximately 75% in the office and 25% in the field. Office work may require light lifting, carrying, stooping, standing, bending, walking and filing. Intense mental, visual and aural attention is required as the work involves responding to requests, planning or performing work that is at times, can be fast paced.

**Supervisory Relationship:**

This position works under the direction of the CEO and supervises a team of 3-5 staff/interns.

**Compensation:**

The starting salary for this position is $75,000-$82,000 annually. This is an exempt position.

**Email resume and cover letter to** [**hr@hsipgh.org**](mailto:hr@hsipgh.org)**.**

***Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.***