

COMMUNICATIONS MANAGER

General Description

Health Connected is a cutting edge social impact organization, which is redefining sex education. We are the primary provider of school-based sexual health education in San Mateo County. We currently have three published sexual health curricula for 5th-10th graders, with two more in development. Health Connected has trained teachers and youth providers in sexual health education in all five Bay Area counties, Central California, and Texas.

We are seeking a highly motivated, self-directed candidate for the position of Communications Manager. This position will be responsible for raising awareness of Health Connected's work to a variety of audiences – donors, community partners, and parents – with a particular focus on digital community building.

Reports to: Executive Director

Position details: Full-time (35 hours/wk), compensation DOE, competitive benefits package

Primary Responsibilities

Marketing: Manage Health Connected's marketing communications to maintain and build a consistent and compelling organizational brand, build a thriving digital community, and raise the organization's profile in the community.

- Maintain regular public outreach through social media, including regular updates and event postings and real-time response to user feedback, to broaden the organization's audience and deliver a consistent and compelling message to that audience. Collect and analyze data on audience engagement to inform posting practices
- Seek interesting and distinctive content to disseminate through social media vehicles.
- Manage Health Connected's email marketing system and draft regular mailings to parents, youth providers, and supporters in the community to provide sexual health resources, raise awareness of Health Connected's programs, and create a community-wide commitment to adolescent sexual health. Collect and analyze data on audience engagement to inform mailing practices.
- Develop robust content pieces (e.g., white papers, case statements, blog posts).
- Develop and maintain the organization's communications calendar (print publications, direct mail, emails, social media).
- Design branded collateral (e.g., fact sheet, annual report) for distribution to parents, community partners, and funders – help Health Connected continue to develop its unique brand image
- Maintain Health Connected's Wix-based website and online blog – collect and analyze data on audience engagement to inform content development and search engine optimization practices.
- Develop presentations (for programs and organizational promotion) and outreach materials.
- Manage the organization's image library (photos, work samples, etc.).

Development: Oversee Health Connected's fundraising communications to meet aggressive fundraising goals, with particular emphasis on individual and corporate supporters.

- Support the Executive Director to implement direct mail campaigns.
- Support the Executive Director to write grant proposals and produce grant reports.
- Develop and execute creative online fundraising campaigns (e.g., crowdfunding).
- Research potential funding partners.

- Support execution of fundraising events as they arise.
- Manage additional revenue-generating fundraising projects as they arise.

Necessary Qualifications

- Bachelor's degree in a related field or relevant experience.
- Grounding knowledge of sexual health/reproductive health topics.
- Exceptional writing skills – must have a strong editorial eye and the ability to communicate effectively to diverse audiences
- Ability to work collaboratively and incorporate feedback and written input from others.
- Active participation in and experience with a variety of social media tools (Facebook, Twitter, LinkedIn, Instagram), particularly in building robust digital communities.
- Ability to articulate complex and sensitive ideas into compelling print and digital communications.
- A well-developed sense of design. Experience with graphic design a plus.
- Experience working with graphic design software (MS Publisher and/or Adobe Creative Suite).
- Experience using email marketing tools (such as MailChimp, Constant Contact, Emma, etc.) to create mailing campaigns and track audience engagement
- Exceptional time-management, planning, and organizational skills. Ability to work independently and collaboratively, prioritize, organize multiple projects, and meet strict deadlines.
- Highly organized and detail-oriented.

Desired Qualifications

- Knowledge of web software (WordPress, drag-and-drop web tools, etc.) a plus.
- Experience using Prezi to create interactive presentations
- Experience using Google Analytics to track website engagement
- SEO copywriting experience
- Bi-lingual in English and Spanish

To Apply:

Please email 1) cover letter, 2) resume, 3) writing sample or portfolio of published work, and 4) three references to executivedirector@health-connected.org. Please include "Communications Manager + First and Last Name" in the subject line. No phone calls please.