



<b>POSITION DESCRIPTION TITLE</b>	<b>Senior Marketing and Communications Manager</b>
<b>FUNCTION</b>	<b>Marketing and Communications</b>
<b>LOCATION</b>	<b>Chicago, IL or Remote</b>
<b>REPORTS TO</b>	<b>Director of Development</b>
<b>STATUS</b>	<b>1.0 FTE, Exempt</b>
<b>DATE</b>	<b>April 2022</b>

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## **We are hiring!**

Do you want to make a big impact on the lives of kids, schools, and families? Do you dream of being in a job where you collaborate with others to implement change and make a difference? Action for Healthy Kids® (AFHK) is looking for a creative, organized, strategic thinker to join our team as the **Senior Marketing and Communications Manager**.

### **YOU: What is the opportunity?**

The Senior Marketing and Communications Manager is responsible for activating AFHK's marketing and communications strategy, leading our storytelling, and managing our communications channels to ensure alignment and integration of our messaging. This position leverages analytics and creativity to drive insights and bring strategic change to a variety of initiatives, including brand awareness, individual giving campaigns, and email, social media, and website strategy. Works frequently across the organization with development, program and field, operations, and leadership teams.

### **US: Who are we?**

Action for Healthy Kids is a national nonprofit organization raising the bar on the health of the whole child across the country. AFHK mobilizes school professionals, families, communities, and dedicated supporters from within the ranks of our 140,000+ network of champions for child health to create healthy environments where kids can thrive. We are committed to generating holistic changes with a focus on supporting students, families, and schools in underserved communities. Action for Healthy Kids is an equal opportunity employer. We celebrate diversity across multiple and intersectional dimensions, including but not limited to race, ethnicity, socio-economic background, sexual orientation, religious beliefs, gender identity, disability status, and age and are committed to creating an inclusive and welcoming environment for all employees. Please visit us at [ActionforHealthyKids.org](http://ActionforHealthyKids.org).

### **What you'll do: Key responsibilities**

- Lead AFHK's storytelling and drive our narrative, ensuring alignment and integration across all communications channels.
- Develop and implement strategies and tactics for AFHK's communications channels to activate, manage, and grow social communities to engage with our work and/or donate to AFHK.
- Ideate, plan and manage execution of marketing campaigns to grow network and raise funds.
- Develop and implement marketing initiatives for strategic/sponsor partnerships and proposals.
- Create and manage editorial calendar, including social media and email marketing/newsletters.
- Manage all digital assets and brand guidelines, including website, and coordinate projects with graphic designer, videographers, photographers, web firm and other vendors.
- Supervise Assistant Marketing Manager
- Support executive/organizational thought leadership and visibility initiatives.
- Evaluate effectiveness of activities, track and analyze metrics using platform-specific or third-party tools, and advise on techniques to make marketing and communications more effective.
- Occasional travel, evening and weekend work required.

**Key Competencies and Performance Expectations:**

- Demonstrate proficiency and comfort with communications and social media channels: email marketing, website, Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn.
- Contribute to creating and lead implementation of marcom strategies and tactics to achieve annual goals.
- Display strong time management skills with proven ability to prioritize, delegate appropriately and meet deadlines.
- Attention to Detail – Ability to pay close attention to the small particulars when working on a project. This means the projects you submit are usually high-quality work with few errors.
- Leadership – Earns the respect and confidence of others, establishes and communicates clear focus and direction for self and others.
- Hustle – The self-motivation to work hard and with passion, rigor and purpose, and ability to be proactive and take initiative without being directed all the time.
- Collaboration – Ability to work cross-functionally as part of a team in a fast-paced, high-energy environment and build strong relationships with management, staff, and external contacts.
- Adhere to the highest ethical standards in marketing and communications practices.
- Demonstrate commitment to continued professional growth and development.

**Ideal Candidates for This Role Have:**

- 5-7 years of experience in marketing, advertising, communications, journalism, digital media, or similar field (Media relations and/or digital advertising experience are nice to have)
- Excellent writing, grammar, editing, and proofreading skills
- Demonstrated ability to think and plan strategically and conceptualize creatively
- Demonstrated ability to monitor, compile and analyze data to guide decision making
- Proficiency using social media, with proven experience using Google Analytics and other tools for streamlining social media channel management
- Experience managing websites
- Experience with Salesforce, WordPress, Pardot, or other CMS and CRMs
- Proficiency in Word, Excel, PowerPoint, and videoconferencing tools
- Ability to create and edit basic images in Adobe Creative Suite or other software
- Experience with or understanding of nonprofits, school systems, donor engagement, and issues related to school health/education
- Passion for working in the field of health communications
- Experience working and/or living in underserved and marginalized communities is a plus

**AFHK Offers a Competitive Package of Salary and Benefits, including:**

- Salary range of \$68,000 - \$75,000
- Medical/dental/vision insurance
- Short- and long-term disability insurance
- Life and AD&D insurance
- Flexible spending account
- 403b (match up to 4%)
- Ability to work remotely
- Generous PTO, summer hours, and paid paternity/maternity/adoption leave
- Professional development opportunities
- Opportunity to travel to school sites, partner meetings, and donor events
- Job Location: Chicago-area preferred; open to full-time remote in other metro market

To apply, please submit a resume, thoughtful cover letter describing your interest in AFHK and how your experience has prepared you for this role, and two writing samples to [careers@actionforhealthykids.org](mailto:careers@actionforhealthykids.org) with **Senior Marketing and Communications Manager** in the subject line.