



Digital Marketing and Communications Manager

About the Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our goals over the next ten years are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity-building, convening, and strategic communications. We approach our work in an evidence-based, bi-partisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about if and when to get pregnant; 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures; 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods; 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live; and 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education.

Introduction

This position (the Manager) is part of the Marketing and Communications Department of The National Campaign. The Manager is responsible for creating content and marketing materials for TheNationalCampaign.org, and the organization's web site and Facebook and Twitter properties. More specifically, the Manager will create, review, and improve (for accuracy, currency, and tone) the content of the website and digital properties. The Manager will also be responsible for improving navigation and user interface, tone, and visuals. All content should be crafted so that it meets user's needs—as defined by the Manager and his/her colleagues, and based on contact with the target audience—while also staying true to organizational brand guidelines and mission.

Job Description

Create, edit, curate, and coordinate written communications and marketing content for TheNationalCampaign.org, and the organization's social media channels—primarily Facebook and Twitter. This includes tailoring the tone and subject matter so that it is appropriate for each audience, while always maintaining accuracy and authority. Manage external content producers and their work product, such as blogs and web articles, providing guidance about subject matter and style as needed. Apply content changes to the organization's website through a web-based content management system.

Work daily with the Digital and Communications teams, overall Campaign staff, and consultants (e.g., developers, designers, copywriters, medical advisors) to ensure that content is added

regularly, in a timely manner, and in appropriate form (e.g. whether video or a graphic is desirable); that the properties are functioning properly; and that copy, design, and functionality stay faithful to The National Campaign's tone and design principles and maintain a strong organizational voice through our numerous social media channels in order to ensure brand consistency.

Maintain and develop the master content calendars for TheNationalCampaign.org. Prepare selected content for sharing on social media channels and on external website for the purpose of raising brand awareness and increasing the amount of content consumed.

Conduct daily monitoring of what is being said online about the issue and the organization through such tools as Hootsuite and user research through interviews, usability tests, surveys, etc. Translate these findings to enhance future design, information, and development decisions improve the user experience. In addition, collect and analyze data related to social media marketing campaigns. Assist in identifying appropriate social media channels for the organization's needs and tailor campaigns to target audiences. Track performance of various social media initiatives and develop/implement changes to improve results.

Keep current with emerging web technologies through relevant blogs, listservs, and events. Be aware of how others are effectively using digital media in the public health space and what successful digital strategies are used to reach teens and young adults. Share expertise with staff and partners in informal and formal settings.

The Manager reports to the Vice President, Marketing and Communications and duties are assigned in terms of overall objectives, priorities and deadlines.

Specific skills required:

- Exceptional communication and organizational skills including the ability to effectively collaborate and communicate with internal staff as well as external developers, designers, medical advisors, and copywriters—all the while staying true to the voice of the user.
- Strong writing and editing skills to prepare and/or review written communication in a range of formats (e.g., articles, video, blog posts, reports, and digital marketing materials) for a range of audiences (e.g., teens, young adults, health care providers, policymakers). Ability to create and deliver these communications in a timely fashion.
- Ability to work with marketing team to design digital media campaigns aligned with organizational business, promotional and communications goals.
- A high degree of initiative and resourcefulness in developing, prioritizing, and completing assignments
- Excellent research and analytical skills; the successful candidate must be able to cull relevant information from a variety of sources.
- Excellent project management skills and organizational ability. Attention to detail, problem-solving, and follow-through. Ability to work on numerous projects simultaneously. Ability to work independently on long-term projects. Ability to lead as well as work as part of a team.

- Basic knowledge of HTML and web standards and experience with content management systems (Drupal, Convio, Salesforce, Hootsuite etc.). Ability to use the latest graphic design tools (e.g., Photoshop, Illustrator, etc.).
- Advanced knowledge of Facebook and Twitter functionality and experience with other social media channels.

Qualifications

We are looking for someone who will think big, embrace innovation and seek new ways of addressing issues. S/he will be collaborative and proactive; value diversity of thought, backgrounds and perspectives; be responsible, conscientious, adaptive, and resourceful. S/he will be able to comfortably embrace a non-ideological, “big tent” approach to unplanned pregnancy prevention and be passionate about creating a culture in which all children can thrive.

The ideal candidate will be a college graduate with a minimum of five years of relevant work experience. A passion for producing exceptional digital content is essential including a strong interest in traditional and digital marketing and communications activities. Must be a strong writer and editor. Must be able to build relationships, follow through, and meet deadlines as well as be organized and have strong administrative skills. Must be a self-starter who can solve problems creatively, multi-task productively, pay meticulous attention to details, and who loves digital communications.

Salary and benefits

This is exempt position. Salary is commensurate with experience and The National Campaign has an excellent benefits package including health, dental and vision insurance, 403b, flexible spending accounts, flexible work schedules, and generous leave.

The National Campaign is an Equal Opportunity Employer and encourages qualified bi-cultural, and minority candidates to apply.

Please send a cover letter, resume, a writing sample, and salary history to:

recruitment@thenc.org

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