



Healthiest State

INITIATIVE

Title: Marketing Communications Strategist

FLSA Status: Exempt

Reports To: Executive Director

Employment Status: Full-Time

Date: January 2022

Location: Des Moines, Iowa

About: The Healthiest State Initiative is a 501c3 nonprofit organization supporting statewide efforts to make Iowa the healthiest state in the nation. This position will support the growing needs to promote and market efforts of the organization, events and programs.

OBJECTIVE:

The Marketing Communications Strategist is responsible for increasing awareness of the Iowa Healthiest State Initiative and developing marketing communication strategies that encourages participation with events and supports engagement with programs.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Plans and produces content relevant to key stakeholders and consistent with brand voice, style and tone. Manages creative resources associated with content. Types of content created on a regular basis include: blog posts; social media content (Facebook, Twitter, Instagram) copy and graphics; toolkits and other program resources; and video production including edited content and live productions.
- Manages all digital channels, including social media, e-mail/newsletter (i.e., monthly email, two quarterly emails and email series for events and special projects) distribution.
- Understand and implements best practices for each channel, including SEO principles and leveraging GoogleAds.
- Responsible for design of materials including social media graphics, posters/flyers, collateral materials for events, Annual Reports and other special projects.
- Develops and executes marketing plans to promote the Healthiest State Initiative annual events.
- Develops and manages editorial calendar and work flows, including requirements of other staff and sponsor/partner-produced content.
- Executes earned media initiatives, as appropriate, including press releases, media relations, PSA development and distribution.
- Manages paid digital and social media advertising campaigns, including internally managed campaigns and working with external agencies.
- Measures and optimizes programs on an ongoing basis, including monthly metrics reviews and development of quarterly reports using social media metrics and Google Analytics.
- Presents program approaches and results to organizational leadership

GENERAL DUTIES:

- Collaborate across functions to deliver an effective marketing program that meets organizational objectives at the lowest cost.
- Deploy successful marketing campaigns and owns implementation from ideation to execution.

Mission: To Improve the Physical, Social, and Emotional Well-Being of Iowans

- Experiment with variety of organic and paid acquisition channels like content creation, publicity, social media, copywriting and performance.
- Develops strategies to boost the organization's reputation and drive traffic.
- Produce valuable and engaging content for website, social media, video and blog that attracts and converts audience.
- Build strategic relationships and partner with key stakeholders.
- Tracks and analyzes performance of campaign.
- Manages budget.
- Ensures that all marketing material is in line with brand identity.

SUPERVISORY RESPONSIBILITIES

This position does not have supervisory responsibilities at this time.

QUALIFICATIONS / EDUCATION / EXPERIENCE

A BA/BS degree or equivalent work experience with at least five years in a marketing communications positions is required.

Other qualifications and experience must include:

- Experience creating content strategy for a variety of social media platforms
- Ability to analyze and present program performance
- Having knowledge of AP writing style
- Strong project management skills with the ability to manage the priorities of multiple stakeholders simultaneously
- Proven experience in creating marketing communications materials / tools that appeal to target audiences

LANGUAGE ABILITY

Ability to read and interpret documents and analyze market research. Ability to write professional reports and correspondence. Must possess excellent written and verbal communications skills, and have the ability to speak effectively before groups in the organization, as well as externally to promote/support marketing strategies and programs.

MATHEMATICAL SKILLS

Basic math skills to fact check the accuracy of data and interpret information.

COGNITIVE DEMANDS

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

COMPUTER SKILLS

To perform this job successfully, an individual should have proficient knowledge of MS Office Products, Adobe Creative Suite (InDesign, Photoshop, Premier), Google Analytics, Google Ads, Facebook Ads, basic HTML and top social media channels.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.

ENVIRONMENTAL ADAPTABILITY

The noise level in the work environment is usually moderate.

TRAVEL

Must be able to travel within the state of Iowa which may include overnight and weekend work.

The Iowa Healthiest State Initiative (IHSI) is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, IHSI will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with IHSI.