



FOUNDATION FOR HEALTH LEADERSHIP & INNOVATION

Job Posting

Program: Foundation for Health Leadership & Innovation / North Carolina Oral Health Collaborative

Position: Digital Marketing Specialist

Founded in 1982, the **Foundation for Health Leadership & Innovation (FHLI)** is a 501(c)3 nonprofit organization from which programs and partnerships grow to achieve our mission of improving the health of the whole person and whole community. FHLI is a trusted convener and facilitator, creating an open environment for developing collaborative relationships and advancing new ideas and strategies. Through our programs and partnerships, we build leadership, shape practice, affect policy, and drive innovation. The **North Carolina Oral Health Collaborative (NCOHC)** is rooted in the Foundation for Health Leadership & Innovation's (FHLI) mission to advance affordable and sustainable quality health services to improve the overall health of communities in North Carolina and beyond. The NCOHC is a program of FHLI that convenes diverse stakeholders to identify and resolve consumer-level and systemic barriers to optimal oral health, and to accelerate implementation of policies and practices that reduce oral health disparities and promote improved oral health outcomes for all North Carolinians.

About the position:

The Digital Marketing Specialist is a salaried position reporting to the FHLI Director of Communications & Public Relations and the NCOHC Content Marketing Manager. The person in this position will oversee social media presence and digital marketing campaigns, helping promote content like blog posts and toolkits as well as events, resources, and other material.

Job purpose:

The Digital Marketing Specialist oversees FHLI and NCOHC's presence on Facebook, Twitter, Instagram, and LinkedIn (and potentially other platforms as determined necessary). The Digital Marketing Specialist is responsible for creating, implementing, tracking and updating paid and organic engagement and acquisition campaigns to effectively promote FHLI and NCOHC events, increase traffic to resources on the FHLI and NCOHC websites, encourage email subscriptions, and drive online fundraising. This individual will also oversee other avenues of digital marketing, including (but not limited to) search engine advertising and SEO. The Digital Marketing Specialist will primarily work with the FHLI Director of Communications & Public Relations and the NCOHC Content Marketing Manager, but will also work closely with other FHLI staff to ensure that all external communication efforts are consistent, timely and well-coordinated — while also adhering to FHLI and/or NCOHC brand guidelines.

Duties and Responsibilities:

- Develops, publishes, and tracks organic and paid content for FHLI and NCOHC Facebook, Twitter, LinkedIn, and Instagram pages (and potentially other platforms as determined necessary).
- Develops, implements, and manages social media advertising strategy.
- Manages direct engagement with FHLI and NCOHC social media followers (and other social media users) with appropriate voice, tone, and content.
- Identifies partner organizations and influential individuals to engage directly on social media.
- Develops and manages Google advertising campaigns and paid media campaigns on other digital platforms as necessary.
- Assists in website optimization, SEO, and analysis.
- Develops content for email marketing campaigns according to organization / program brand standards, and tracks performance based on key metrics for campaign optimization.
- Reviews and reports on social media and digital marketing performance, providing useful metrics for continually improving FHLI and NCOHC digital strategy.

Successful candidates will demonstrate:

- Strong written and verbal communication skills
- Excellent time management, organizational skills, and attention to detail
- A commitment to diversity and respect for people of all backgrounds and experiences
- Knowledge of budgeting and managing digital advertising campaigns
- Experience with graphic design applications, including Adobe Creative Suite and Canva
- Understanding of social media trends, especially related to professional social media presences
- Ability to adapt one's writing and engagement to the voice, tone, and style of specific organization and program brands
- Understanding of social media and digital marketing metrics tracking and analysis
- Understanding of fundamentals of website and conversion optimization and SEO
- Understanding of email marketing best practices
- A commitment to continuous learning, self-improvement, and professional development
- Spanish fluency or familiarity is a plus, but is not required

Requirements:

- Bachelor's degree in mass communication, marketing/advertising, journalism, or a related field

- 2+ years' experience in a related field *may* qualify a candidate in lieu of specific degrees listed above
- Occasional travel is required (<10%)

This is an office-based position in Cary, North Carolina. The position is open for immediate hire. *Temporary remote working due to COVID-19 will be in effect until conditions are safe to return to the FHLI office.*

Compensation:

This position is a grant-funded, salaried position with full company benefits. Salary is commensurate with experience.

Company benefits include paid health, dental, long-term disability & life insurance coverage, as well as company-paid retirement contributions.

To apply:

Interested applicants should send a cover letter, resume, and 3 professional references to be considered. Please send all requested documents to recruitment@foundationhli.org using the subject line, "Application Digital Marketing Specialist."

FHLI will only review submissions that include all requested materials. Please be assured that FHLI will not contact references without applicant's explicit permission. Submissions will be accepted until position is filled. No phone calls please.