



# FOUNDATION FOR HEALTH LEADERSHIP & INNOVATION

*MOVING PEOPLE AND IDEAS INTO ACTION*

## **Job Posting**

**Program:** Foundation for Health Leadership & Innovation

**Position:** Assistant Program Coordinator – Marketing and Communications

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.

### **About the position:**

The Marketing and Communications Assistant Program Coordinator is a salaried position reporting to the FHLI Director of Communications. The person in this position will assist the Communications Director in creating and disseminating FHLI program communications, including blog writing, resource development, digital marketing campaigns, and social media presence.

### **Job purpose:**

The Assistant Program Coordinator develops compelling, actionable content through the design and execution of strategic marketing and communications campaigns promoting awareness of FHLI programs and the health issues they work to impact. This position oversees FHLI and programmatic social media presence and is responsible for tracking and updating paid and organic engagement campaigns to effectively promote events, drive traffic to web-based resources, encourage email subscriptions, and drive online fundraising. The Assistant Program Coordinator will primarily report to the FHLI Director of Communications but will also work closely with other FHLI staff to ensure that all external communication efforts are consistent, timely, and well-coordinated.

### **Duties and Responsibilities:**

- Develops compelling, actionable content to raise awareness of FHLI's mission and health issues impacting North Carolinians, driving engagement with FHLI programs and initiatives.
- Maintains FHLI-affiliated blogs, including but not limited to editorial planning, content development, editing, and optimization.



# FOUNDATION FOR HEALTH LEADERSHIP & INNOVATION

*MOVING PEOPLE AND IDEAS INTO ACTION*

- Manages FHLI's email marketing and communications, including but not limited to content development, list-building, and automation.
- Creates graphic assets for use across platforms.
- Works with the FHLI Director of Communications to create and distribute press releases.
- Works with the FHLI Director of Communication to ideate and create video content.
- Assists in maintaining an FHLI-wide editorial calendar across all marketing and communications channels, including but not limited to the blog, social media, email, and advertising.
- Develops, publishes, and tracks organic and paid content on FHLI's social media platforms.
- Develops, implements, and manages social media advertising strategy.
- Manages direct engagement with FHLI's social media followers (and other social media users) with appropriate voice, tone, and content.
- Develops and manages Google advertising campaigns and campaigns on other digital platforms as necessary.
- Assists FHLI staff with presentation development and design.
- Assists in website optimization, SEO, and analysis.
- Reviews and reports on communications performance and other useful metrics for continual updates to FHLI's marketing strategy.
- Maintains an up-to-date understanding of trends, technology, and strategies related to content development, marketing, and communications by pursuing ongoing professional development opportunities.
- Collaborates with the FHLI Director of Communications to maintain brand and messaging consistency and alignment in all marketing and communications.

## **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 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



# FOUNDATION FOR HEALTH LEADERSHIP & INNOVATION

MOVING PEOPLE AND IDEAS INTO ACTION

- 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%)

FHLI is currently in a remote working environment. Candidates can work in the office as needed.

## **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](mailto: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.