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**Position: Marketing & Communications Manager**

**Status: Full Time, Exempt**

**Healthy New Albany:**

Healthy New Albany (HNA) is a non-profit organization dedicated to cultivating and inspiring healthy living. The organization oversees a thriving farmers market and community garden, food pantry, hosts the New Albany Walking Classic and other races, and offers regular, year-round health-based community programming and education. Healthy New Albany is located in the Philip Heit Center for Healthy New Albany along with the OSU Wexner Medical Center and Nationwide Children’s Hospital, who work together to provide a comprehensive approach toward health and wellbeing.

**The Marketing & Communications Manager reports directly to the Executive Director and will contribute to the planning and implementation of the strategic and program marketing plan while leading business development initiatives to support and grow the mission of Healthy New Albany (HNA).**

**This will be done by expanding awareness, engaging the community, cultivating support and partnership, attracting new audiences, and developing marketing materials and plans.**

**Key Attributes**

- Adaptable, action-oriented, and collaborative spirit.
- Innovative problem solver.
- Dynamic interpersonal skills.
- A leader who can positively impact strategic and tactical initiatives.
- Keen eye for graphic design, attention to detail, and creativity.
- Effective in working autonomously and managing multiple projects.
- Interest and knowledge of current events and marketing trends.
- Works in a manner consistent with Healthy New Albany values.



**Strategic Responsibilities: Provide exemplary communications and marketing leadership including:**

- Establish and drive a multi-channel communications strategy; Direct and lead all HNA marketing efforts.
- Develop and execute media and marketing campaigns for all HNA service lines including the New Albany Food Pantry, Farmers Market, Community Garden, Programs, Races, events and activities to educate, engage and raise community awareness of HNA programs and services.
- Develop and expand partnerships and communications with local companies, chamber of commerce, partners, and community organizations.
- Strategically selects sponsorship opportunities and community outreach events that elevate Healthy New Albany's brand awareness.
- In collaboration with the development team, develop and implement cost-effective fund-raising communications for individuals, corporate sponsors, partners and foundations.
- Ensure messaging behind all communication reflects HNA mission, vision and values.
- Assist in the creation, revision, updates and execution of the HNA marketing and communications plan.
- Organize, maintain, and manage Healthy New Albany marketing calendar.
- Assist leadership on the development of an annual marketing budget.
- Measure impact of different marketing strategies to determine most effective.
- Stay up to date on current market trends related to marketing, advertising and brand building.

**Tactical Scope of Work: Create and assist in the creation of content for all marketing/communication platforms and service lines including:**

- Prepare and distribute all forms of media, including digital campaigns, print materials, social media, website, audio, video and more.
- Create & manage all print and digital content and communications.
- Organize and lead marketing meetings.
- Work with service line leads and program managers to understand goals and priorities, and draft content to reflect these priorities.
- Coordinate HNA marketing and promotional obligations to sponsors.
- Manage and direct social media content & coordination for all service lines to provide regular content to educate, inspire, raise awareness about upcoming events, etc.
- Manage HNA event coordination through various community engagements (tables, outreach, etc).
- Conduct media relations as appropriate.
- Manage outside vendors who contribute to marketing efforts.
- Organize and manage numerous contact lists.
- Collaborate with and support the HNA Race Marketing team.



# HEALTHY NEW ALBANY

- Create and manage Newsletters.
- Organize, maintain, and manage Healthy New Albany marketing collateral and branded items.
- Manage Program marketing & communications such as:
  - Quarterly program brochures
  - Newsletters
  - Email engagement
  - Events/Program flyers and advertisements
  - Other related program advertising
- Create/Design posters, flyers, brochures and other printed materials to advertise events and programs.
- Develop and manage mail campaigns as needed.
- Draft and send emails to target audiences utilizing email platforms.
- Assist in the development and publication of HNA Annual Review.
- Manage Healthy New Albany website - including all regular updates and communication through the “contact us” section.
- Track engagement across various platforms and make data-driven decisions.
- Review website tracking metrics to assess traffic patterns and set goals for improvement accordingly.
- Plan and engage in community outreach and initiate partnerships and new collaborations.
- Manage media relations and develop contacts with media members and community leaders.
- Help review content documents across all service lines for relevancy, consistency, timing and brand compliance.
- Provide excellent customer service to partners and effectively interface with outside constituents, donors, and vendors.
- Other miscellaneous communication, marketing and event tasks as required.

## **Minimum Qualifications**

- Bachelor’s Degree preferred. Nonprofit experience is a plus.
- Three to five years of communications, marketing, or public relations or related experience.
- Graphic Design Experience helpful.
- Ability to perform a wide range of functions to produce standard reports, spreadsheets; skilled in Google Workspace: Google Docs, Google Sheets, Gmail, etc.
- Intermediate to advanced experience with Microsoft Suite of products preferred.
- Proficiency with Apple and Microsoft platforms and various social media platforms including Twitter, Facebook, Google+, Instagram etc.
- Unparalleled communications, writing, and editing skills required.
- Experience working in an email platform, such as Constant Contact.
- Experience editing a website, such as WordPress.



# HEALTHY NEW ALBANY

## **Employment Terms**

This is an exempt position offering a compensation of \$40,000 annually.

Flexible work schedule both in the office and from home. 9 paid holidays, 14 days of PTO. Health benefits are not currently offered at this time but may be in the future.

Healthy New Albany is fair and equal in all of its employment practices for persons without regard to age, race, color, religion, gender, national origin, disability, veteran status or sexual orientation. Additionally, we embrace Diverse teams & perspectives, and we find strength in the diversity of cultural backgrounds, ideas, and experiences.

**To apply** please send a resume and brief cover letter describing why you are interested in the position to [angela.douglas@healthynewalbany.org](mailto:angela.douglas@healthynewalbany.org)

Application deadline: January 31, 2023.