



HEALTHY NEW ALBANY

Position: Communications and Marketing Manager

Status: Full time, Exempt

About 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 offers regular, year-round health-based community programming and education. Healthy New Albany is located in the Philip Heit Center for Healthy New Albany.

Position Summary:

The Communications and Marketing Manager is a key member of our team, responsible for developing and implementing a comprehensive communications and marketing strategy to raise awareness, engage our community and support our mission. Reporting directly to the Executive Director, this role will collaborate closely with staff and volunteers to ensure consistent and effective messaging across all platforms. The ideal candidate is a creative and strategic thinker with excellent communication skills, a passion for our mission, and the ability to manage multiple projects in a fast-paced environment.

Key Responsibilities:

Strategic Planning & Execution:

- Develop and implement a comprehensive communications and marketing strategy aligned with the organization's goals and objectives.
- Create and manage a content calendar to ensure consistent and timely communication across all channels.
- Analyze marketing and communications data to evaluate effectiveness and make data-driven adjustments.

Content Creation & Management:

- Develop engaging content for various platforms, including website, social media, email newsletters, and print materials.
- Write compelling stories and press releases to highlight program impact and community involvement.
- Manage and maintain the organization's website and social media presence.
- Produce marketing materials for events and programs.

Brand Management:

- Ensure consistent brand messaging and visual identity across all platforms.
- Maintain brand guidelines.



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Copyediting & Proofreading:

- Proofread and edit written materials for accuracy, clarity, and consistency.
- Ensure all content aligns with the organization's tone and voice.

Collaboration & Support:

- Collaborate with staff to gather content and promote program activities.
- Support fundraising efforts through effective communication and marketing initiatives.

Qualifications:

- Bachelor's degree in communications, marketing, public relations, or a related field
- Five years of communications, marketing, public relations or related experience.
- Proven experience in developing and implementing communications and marketing strategies.
- Excellent organizational, communication, and interpersonal skills.
- Strong copyediting and proofreading abilities.
- Proficiency in social media management and content creation.
- Experience with website management
- Ability to manage multiple projects simultaneously and prioritize effectively.
- Ability to work independently and as part of a team.
- Passion for the organization's mission and a commitment to serving the community.
- Experience working with nonprofits is a plus
- Experience with graphic design tools (such as Canva) is a plus.
- Experience with email marketing platforms (such as Constant Contact) is a plus.

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 find strength in the diversity of cultural backgrounds, ideas, and experiences.