

Job Description

Job Title	Associate Director, Digital Communications and Multimedia	FLSA Status	Exempt
Reports To	Executive Director of Communications, Marketing, and Events	Supervisor Role	No
Department	Communications, Marketing, and Events	Effective Date	

Summary of Position

The Associate Director of Digital Communications and Multimedia will work closely with the Executive Director of Communications, Marketing and Events to promote communications and marketing strategies for the Foundation, its programs and clients. This position will help manage and implement internal and external digital communications strategies, oversee, and coordinate the Foundation and its programs, and client's website and social media, and assist with events. This position exemplifies, supports, and promotes the Foundation's mission, values, and service excellence standards, and consistently conducts oneself in a manner that promotes Foundation services in an effort to create knowledge, business, and revenue.

Essential Duties and Responsibilities

- Implement communications strategies across various channels, including but not limited to digital and social media platforms, the Foundation's and its programs/client's website(s), messaging for external affairs campaigns, fundraising materials, and collateral
- Create template for direct emails to support monthly newsletter, events and correspondence, and donor communications through the Foundation's database of donors, external partners, etc. using Salesforce.
- Creation, development, and update of messaging material for the Foundation's marketing and communications team
- Manages and updates the Foundation's and its program's/client's website(s)
- Serves as Foundation's photographer and/or videographer with content creation and at special events, as needed
- Creates beginner level graphic design and layout for projects, as needed
- Work as a liaison between the Foundation team in managing communications and project management
- Assist with planning of Foundation and its programs/client's events
- Follows projects through completion, often with aggressive deadlines
- Assist with managing and creating content for all social media posts (Facebook, Twitter, LinkedIn, Instagram, YouTube etc.) for the Foundation and its programs/clients
- Other duties may be assigned or required for the performance of this position

Skills and Abilities

- Experience in Microsoft Office
- Experience with social media platforms and dashboards such as Hootsuite
- Excellent written, verbal and communication skills
- Experience in graphic design, social media, and website management preferred
- Experience in Salesforce and MailChimp preferred but not mandatory
- Strong organizational skills
- Detail oriented and self-motivated

Job Description

- Ability to multitask on various ongoing projects at the same time
- Efficient time management
- Work independently and collaboratively
- Integrity, excellent listening skills and attention-to-detail
- Talent for building and sustaining relationships, both internally and externally, and for driving results

Education, Experience & Certifications

- Bachelor's degree required
- A minimum of three to five years of communications experience with relevant experience building, and implementing an organization's strategic communications and branding efforts
- High fluency in a diverse range of communications tactics, including but not limited to digital and advocacy campaigns, traditional media, strategic events, fundraising, and more
- Previous experience in the health care, government, nonprofit, policy/legislative, and/or political advocacy space
- A valid driver's license and auto insurance required

Work Environment and Physical Requirements

- Operates in a professional office environment and routinely uses standard office equipment
- Occasional travel to off-site meetings and other work locations
- Frequent standing, walking, bending, crouching, and reaching with hands and arms
- Occasional lifting and moving up to 20 pounds

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. Employee signature below constitutes the employee's understanding of the requirements, essential functions, and duties of the position.

Employee Signature

Date

EEO Statement: The HAP Foundation provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.