

**Reports to:** Chief Communications & Strategy Officer

**Department:** Communications

**FLSA:** EXEMPT

### **POSITION PURPOSE**

Community Health Charities builds stronger, healthier communities by empowering people to take action and bringing people together. We work with companies, organizations and nonprofit partners to raise awareness and financial resources for health and wellbeing through workplace giving campaigns, grants, cause marketing, employee engagement, events, strategic corporate partnerships and more.

The **Digital Communications Associate** is a flexible, adaptable team player who will support the Communications department primarily by creating content and promoting through social media as well as other digital communications channels. The Communications Associate will also assist the Chief Communications and Strategy Officer with implementing projects and strategies as assigned.

This position requires high standards of accuracy and quality, working with established systems, technologies and guidelines. In this fast-paced environment, proactive problem-solving and a strong work ethic are essential, along with perseverance, positivity, and self-management.

### **ESSENTIAL FUNCTIONS**

- Run paid digital campaigns on social media and other channels to meet campaign objectives, including impressions and awareness, engagement, link clicks and fundraising pledges, and more.
- Write, edit and publish engaging organic content for the organization's social media accounts (both CHC and CSC), including Facebook, Twitter and LinkedIn.
- Help manage and provide digital metrics reporting for social media, including tracking and reporting insights (reach, engagement, shares, and other metrics.)
- Write and create short-form content for social media, newsletter, website, emails, and more.
- Be creative and willing to test and try new tactics, staying up to date with social media and digital trends and making recommendations for improvement and effectiveness.
- Assist with other communications projects such as events, as needed.
- Performs other duties as assigned.

### **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM THE WORK**

- Skill with social media and digital platforms
- Excellent written and communications skills
- Ability to adapt and adjust in a dynamic environment
- Aptitude to identify potential problems and pivot to solve
- Strong attention to detail

## **QUALIFICATIONS**

- Bachelor's or Associates in marketing, communications or similar with minimum 2-3 years of experience
- Hands-on experience using various social media platforms and running paid social media campaigns
- Hands-on experience with Content Management Systems (e.g. WordPress, Hootsuite)
- Solid knowledge of SEO, keyword research and analytics tools (e.g. Google Analytics) a plus
- Experience with email marketing campaign platforms a plus
- An ability to multitask and adapt when priorities change
- Extremely proficient with Microsoft Office Suite
- Experience in nonprofit sector helpful but not required

## **SUPERVISORY RESPONSIBILITY**

This position does not supervise staff.

## **WORK ENVIRONMENT**

This job operates in an office setting. This role routinely uses standard office equipment such as computers, photocopiers, filing cabinets.

## **PHYSICAL REQUIREMENTS**

Position requires the individual to sit or stand as needed and may include lifting boxes up to 20 lbs.

Please, send your resume and cover letter to [Careers@healthcharities.org](mailto:Careers@healthcharities.org)

*Organizational core values: impact, innovation, integrity, team, inclusion.*

*It is the policy of Community Health Charities to provide equal employment opportunity to all qualified individuals without regard to their race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, or any other characteristic protected by law, in all personnel actions. CHC is a forward-thinking organization and promotes from within.*

*All employees are required to satisfactorily perform the essential duties and responsibilities of their positions. The essential duties and responsibilities listed above are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.*