

Organization Overview

NICHQ (National Institute for Children's Health Quality) is an independent nonprofit organization working for nearly two decades to improve children's health. We help organizations and professionals who share this mission make breakthrough improvements so children and families live healthier lives.

Position Overview

Under the direction of the Director of Marketing, Communications and Technology, the **Digital Communications Manager** helps guide and implement the organization's digital engagement strategy. The manager will support all internal/external digital communications, website, social media, supporter and stakeholder messaging and collateral to organize and build support for NICHQ's mission.

Summary

- Salary: Commensurate with experience
- Career Level: Mid-level
- Status: Full Time Employee
- Education: Bachelor's degree
- Reports to: Director of Marketing, Communications and Technology
- Career Path: Communications, Digital Communications, Marketing

Responsibilities

- Be a story teller that develops new content in various forms to be used across all of NICHQ's marketing outlets
- Manage all digital properties (e.g., web, social media, e-marketing) and their related strategies.
 - Guide and implement NICHQ's digital and engagement communications strategy, including creating compelling digital content such as infographics, podcasts and videos; converting news, messaging and talking points into social media content; and integrating content marketing and social media with other engagement strategies.
 - Develop and manage e-marketing and social campaigns to drive target audiences to deeper levels of engagement
 - Track NICHQ's web and social media analytics against goals for growth, engagement and visibility; Create reports that easily convey outcomes and analytics
 - Identify new trends and technology that support our strategy and work with team to develop new site features and content
 - Serve as the webmaster, including, in coordination with the full team, creating and posting new material, updating existing material, soliciting content updates from internal stakeholders, etc.
- Manage efforts to grow NICHQ's influence in children's health in the digital space
 - Identify opportunities for NICHQ and external partners to raise the profile of an issue and build relationships with key stakeholders via digital channels.
- Support the development and implementation of all communications activities
 - Manage and lead the development and design of all email campaigns
 - Assist in all aspects of publication design and dissemination for reports, newsletters, and other collateral materials
- Lead NICHQ's customer service function
 - Respond to all inquiries via organizational emails/web forms (e.g., communications@nichq.org; webmaster@nichq.org) and to all social media comments.
- Perform other duties as necessary to achieve the goals of the department.

Qualifications

- Minimum 3-6 years' experience in a similar communications role
- Must have social media management experience and ability to interpret and use analytics for engagement
- Must have content marketing experience with a proven track record of success
- Strong knowledge of Adobe Creative Suite including Illustrator, InDesign and Photoshop
- Strong video shooting and editing capabilities
- Strong computer skills including expert use of Microsoft Office and intermediate level proficiency with HTML and CMS platforms such as Drupal
- Strong written and verbal communication skills, with the ability to communicate effectively with diverse groups
- Extraordinary attention to detail, with excellent spelling, grammar, syntax and punctuation skills
- Healthcare knowledge and non-profit experience desirable.
- Can-do/positive attitude, willing to pitch in when necessary at all task levels.
- Self-starter, takes initiative
- Passion for NICHQ's mission and mission-driven approach.

Salary and Benefits

Salary will be commensurate with qualifications and experience. Excellent benefits package, including medical, dental, disability and life insurance, flexible spending accounts, professional development, paid earned time off and holidays, and commuter benefits.

To Apply

To apply for this employment opportunity, please complete and submit an [online application](#). If you have any trouble accessing the application form, please email careers@nichq.org.

NICHQ is an Equal Opportunity Employer. We provide equal employment opportunity to all persons, regardless of age, race, religion, color, national origin, gender, political affiliations, marital status, non-disqualifying physical or mental disability, or sexual orientation.