



## Storytelling and Digital Marketing Lead

### About Every Mother Counts

Every Mother Counts' mission is to make pregnancy and childbirth safe for every mother, everywhere. We educate the public about maternal health and invest in community-led programs to improve access to essential maternity care. We engage communities, thought leaders, and partners in efforts to achieve quality, respectful, and equitable maternity care for all.

### Who You Are

Every Mother Counts is seeking a smart and energetic Storytelling and Digital Marketing Lead, reporting to the Managing Director of Communications and Engagement. You are an endless fountain of creative storytelling ideas and an ambitious, self-motivated content producer. You are able to shepherd any idea from initial concept through creative development, production and distribution. You are thoughtful and culturally-sensitive in your search for powerful stories and are able to find and pull out narrative hooks that will resonate with audiences while preserving subject integrity. You are energized by the idea of digging in deep to understand the issues facing mothers around the world, and you have the skills and creativity to bring the stories, tools, ideas and actions to life to raise awareness of this issue and mobilize audiences. As the ideal candidate, you have a discerning eye for all things visual and are equally adept at content creation as you are at technical implementation.

### The Job

#### *Responsibilities:*

- Oversee all of EMC's digital platforms and channels, including: website, landing pages, online advocacy tools, social media, email (eCRM), streaming, etc.
- Manage and expand content production output – from social media assets to short-form video content to infographics and more
- Develop and implement integrated digital marketing and online communications plans that expand our reach, engage existing and new audiences, amplify our work and drive interactions
- Develop and maintain overall look, feel, tone, voice and accuracy of all digital content
- Identify and develop innovative digital storytelling approaches
- Drive email strategy; manage eCRM lists; develop action chains; write, build and send compelling emails (from e-newsletters to grantee features to year-end fundraising appeals); track performance and continuously iterate to improve results
- Collaborate with the impact and advocacy teams to identify compelling content and engaging stories that elevate the voices of mothers, providers and grantees; implement advocacy campaigns that enable constituents to take action
- Write/edit/produce all social media content
- Identify and lead strategic content partnerships with platforms and online channels that align with our key audiences, share our values and contribute to achieve organizational and mission-related goals
- Develop influencer social strategies and manage related campaigns and outreach
- Manage and directly implement website content updates; write/edit and post blog articles

- Develop turnkey social media toolkits that enable influencers and partners to share our work and amplify our messaging
- Establish and manage digital advertising, paid media, remarketing and search strategies
- Oversee and manage relationships with digital marketing, SEO, website agencies as well as graphic designers, video editors and other consultants where relevant
- Establish KPI goals by platform and drive content strategy optimization by tracking, measuring and reporting

***Other:***

- Support the Managing Director of Communications and Engagement in the creation and production of communications/marketing materials, public education resources, and awareness and fundraising campaigns
- Collaborate with our partnerships team around key calendar moments, such as Mother's Day and the holidays, to promote our brand relationships and partner products; develop partner social media toolkits to amplify EMC's mission and messaging in ways that are appropriate and relevant to our brand partners and their audiences
- Manage and maintain EMC's internal photo, film, brand and marketing assets
  - Coordinate staff needs for communications materials (press kits, sponsorship decks, email templates, mission cards), maintaining an organized system of all updated brand and communications collateral, and sending to staff as requested

**Qualifications and Characteristics**

- 5+ years experience with B.A. required in communications, journalism, marketing or similar
- Expertise in creating and implementing original content, digital marketing strategies including social media campaigns, paid digital media, and influencer marketing
- Experience working across systems: CMS (Wordpress), eCRM (MailChimp, Constant Contact), Google tools (Google Search Console, Google Analytics), donation processing platforms (Classy, GiveLively), Facebook Business Manager, Facebook Ads Manager, etc.
- Experience with advocacy tools (CQ, Phone2Action, EveryAction) a plus
- Knowledge of current SEO, VSEO and SEM strategies and best practices
- Comfortable overseeing, communicating with and project managing third party vendors, including developers, designers, and creative agencies
- Superior communications and writing skills
- Extremely organized and task-oriented
- Super collaborator with an insatiable desire to learn
- Ability to multi-task and deliver high quality work on tight deadlines
- Commitment to, and enthusiasm for, EMC's mission and advocacy model
- Respect for our core values: equity, respect, community, compassion and good humor
- Graphic design skills a plus

**Compensation and Benefits:**

- Competitive salary commensurate with experience
- Excellent benefits

**To Apply:**

Please submit a cover letter and resume to [careers@everymothercounts.org](mailto:careers@everymothercounts.org).

**Equal Opportunity Employer**