



EVERY MOTHER COUNTS

Manager, Digital Marketing and Communications

Reports To: Managing Director, Communications and Marketing

Position type: Full time, exempt

Location: 333 Hudson Street, New York City

Every Mother Counts' (EMC) mission is to make pregnancy and childbirth safe, respectful, and equitable 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.

The Role

Every Mother Counts is seeking to add a Manager, Digital Marketing and Communications to its rapidly growing Communications team. The Communications Team leverages the power of strong communications tools and compelling storytelling to advance EMC's mission and motivate the public to take action for maternal health—through donations and advocacy for key maternal health policies. The Manager, Digital Marketing and Communications will help build a digital strategy to complement Every Mother Counts' broader communications strategy.

The Manager must have a passion for creating and executing digital content and campaigns to further institutional objectives and reach key stakeholders. The ideal candidate will match an understanding of digital best practices with an enthusiasm to roll up their sleeves and put ideas into action, using data and analytics to measure success and inform all decisions.

The Manager will work collaboratively with all members of the Communications team and will manage EMC's digital marketing calendar and create content for social media channels, website, and other key engagement drivers across EMC's digital touchpoints. They will support the team by conducting marketing performance analysis, pitching new content strategies, and crafting toolkits and other branded content to support larger campaigns and key moments.

This role requires someone with initiative, good judgment, strong attention to detail, and excellent writing and design skills, who is comfortable working with both internal and external constituencies including staff, influencers, and grantee partners. The team prides itself in having a deep understanding of, and passion for EMC's mission, and is looking for similar commitment in the Manager, Digital Marketing and Communications.

Note: EMC's work policy is "hybrid at-will" which allows employees to choose which day(s) to come into the office, under the discretion of their manager.



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Description of Responsibilities

Digital Marketing and Content Creation (70%)

- As EMC's primary digital content creator, draft copy and design graphics for EMC's digital platforms—including Twitter, Instagram, Facebook and LinkedIn—in support of the broader communications strategy, ensuring brand integrity, and maintaining consistency in look, tone, and voice across all platforms.
- Manage EMC's email marketing efforts, including generating ideas for newsletters and emails, drafting copy and collaborating across teams to ensure all content is accurate, representative, and on-brand, overseeing delivery via MailChimp.
- Work with the Director of Communications, Storytelling, and Digital Marketing to help plan and execute year-long digital marketing and communications calendar, including monthly and quarterly planning, performance analysis, and strategic suggestions.
- Perform routine updates on the EMC Website in WordPress, including implementing approved page updates, updating the Staff/Careers pages, and assisting in landing page development.
- Support the digital marketing and growth of JustBirth Space, a transformative initiative of EMC.
- Support the drafting of copy and design graphics for select fundraising campaigns, films, and other tentpole moments, becoming familiar with writing for EMC's core audiences, including, mass online, major donors, advocates, runners, fundraisers, and others.
- Assist with line production and project management for complex projects, including EMC's major film projects, paid ads, and UGC campaigns.

Performance Analysis and Content Strategy Asset Management (20%)

- Conduct monthly and quarterly analysis of EMC's digital engagement and performance, using Google Analytics, Sprout Social, MailChimp and more.
- Suggest updates and run tests based on data to improve EMC's performance, such as A/B testing, new content strategies on social media, and landing page/UX structure.
- Stay up to date in the latest trends and highest performing content across core marketing platforms, including Instagram, Facebook, email, and emerging platforms.

Digital Asset Management (10%)



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- Organize and improve EMC's growing creative library of photography, films, video assets, deal memos, shoot schedules and budgets, event and trip photos, and brand assets.
- Respond to influencer and community requests for brand assets and offer guidance on how to amplify EMC, including by developing and sharing turnkey social media toolkits.
- Organize and maintain the photo library and communications file database. Support photo and brand asset related requests from staff, including for press kits, development decks and other brand materials.

Required Education and Experience

Bachelor's degree required.

- Must be highly organized, detail oriented, and an empathetic team player.
- Excellent writer and proficient in design software, including Adobe Creative Suite.
- A minimum of 5 years of Communication and Digital Marketing experience, a portfolio of copy writing and graphic options to share, along with an interest in public health.
- Demonstrated experience using digital communications tactics to further organizational strategies.

Compensation and Benefits

The health and well-being of employees is important to all of us. EMC offers a generous benefits package, across a broad range of employee needs. Some of the key benefits EMC offers to full-time staff include:

- Individual/family Medical, Dental, and Vision plans and coverage
- Competitive parental family leave
- Generous vacation, sick leave and paid holidays
- Summer Fridays, early closure Memorial Day through Labor Day
- Organization-wide week(s) off each year to fully recharge
- Yearly Wellness Stipend
- Short- and Long-term Disability insurance
- 401K eligibility after one year with organization match
- Hybrid work policy
- Commuter benefit plan

The annual base pay range is: \$75 - \$85K

To apply: Please submit a cover letter and resume to careers@everymothercounts.org with the job title for this position in the subject line.

Equal Opportunity Employer