



EVERY MOTHER COUNTS

## Manager, Digital Communications and Marketing

**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 for every mother and birthing person, 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 Communications and Marketing to its rapidly growing Communications and Marketing 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 Communications and Marketing 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, emails, 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 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 Communications and Marketing.



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*Note: EMC's work policy is two days per week in the office hybrid at-will which allows employees to choose which days to come into the office, under the discretion of their manager. The Communications team will work together, in-person, in the EMC office at least one day per week. As such, only candidates who can commit to working in office two days per week will be considered for this role.*

### **Description of Responsibilities**

#### **Digital Marketing and Content Creation (70%)**

- With the Manager, Communications, develop an editorial calendar that plans and tracks all external communications content, with a specific focus on all digital content including campaigns, emails, and other digital assets.
- As EMC's primary digital content creator, draft copy and design graphics for EMC's social media 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; working with the Manager, Communications to draft copy and collaborating across teams to ensure all content is accurate, representative, and on-brand; overseeing delivery via MailChimp.
- Manage EMC's MailChimp account including list management and audience growth.
- 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.
- With the Manager, Communications, support the development and execution of key campaigns to serve fundraising and public awareness purposes and digital promotion of events and EMC products and reports. This can include drafting short copy for social posts, emails, and landing pages; developing graphics; creating paid ad plans; etc.

#### **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.



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### **Digital Asset Management (10%)**

- With the Manager, Communications and Marketing, organize and improve EMC's growing creative library of photography, films, and video assets. Consult on development of photo guidelines and photo collection of EMC partner work.
- 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.
- Support photo and brand asset related requests from staff, including for press kits, development decks and other brand materials.

### **Required Education and Experience**

- 5-8 years overseeing digital communications and marketing in a nonprofit setting.
- Demonstrated experience using digital communications tactics to further organizational strategies, including awareness-raising and fundraising.
- Proficient in design software, including Adobe Creative Suite, Photoshop, Illustrator, InDesign; Canva.
- Experience using WordPress to manage websites, and MailChimp to manage email outreach.
- Familiarity with Google Analytics and social media management and analytics (Sprout Social preferred).
- Must be highly organized, detail oriented, and an empathetic team player.
- Knowledge of and passion for maternal health not required but a plus.
- Bachelor's degree required.

### **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



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- Commuter benefit plan

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

**To apply:** Please submit a cover letter and resume to [careers@everymothercounts.org](mailto:careers@everymothercounts.org) with “Digital Communications and Marketing Manager” in the subject line.

**Equal Opportunity Employer**