

Manager, 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, 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 ideal candidate for Manager, Communications and Marketing will be a communications generalist with experience across the full range of communications activities, from writing and editing, to campaign development and execution, to media relations.

The Manager must have a passion for using communications tactics to further institutional objectives and reach key stakeholders. The ideal candidate will be both a big picture strategic and creative thinker and a doer who is willing to take on tasks, large and small, to achieve shared goals. The Manager will work collaboratively with all members of the Communications team and with others across EMC. They will have a deep understanding of EMC's mission, and will be excited by the opportunity to create a best-in-class communications function to support the organization's work.

The Communications Manager will work closely with the Digital Communications Manager and Managing Director, Communications and Marketing to support all of EMC's communications activities. The role will report directly to the Managing Director.

Note: EMC's work policy is a 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:

Project Management & Execution (50%)

A key component of the Manager, Communications and Marketing role is ensuring the overall smooth functioning of the communications team, supporting the Managing Director in identifying and tracking communications opportunities and projects, and making certain that deadlines are met and outputs are high quality. This work will evolve; however, examples include:

- Overseeing production of the digital Annual Report, including brainstorming concept, identifying external designers, drafting content, liaising with external consultants around development.
- Project manage website redesign, in partnership with Communications team.
- In partnership with Digital Comms Manager and Managing Director, develop strategic campaigns to serve fundraising and public awareness purposes, promote events, share EMC reports and products.
- Work closely with Development team to support communications components of EMC events, including Team EMC races.
- With Digital Communications Manager, revamp the EMC photo library. Develop clear photo guidelines, and project manage photo collection of EMC partner work.
- Assist with project management and execution of complex film projects, including next steps in the *Giving Birth in America* film series.

Writing and Editing (35%)

- With Digital Communications Manager, develop an editorial content calendar that tracks and plans all external content, including social media posts, emails, blogs, and more.
- Write and edit external communications pieces, including blogs, press releases, public statements, talking points, briefs, and emails.
- Produce content for website, Annual Report, and more.

Media Relations (15%)

- Assist with managing media inquiries, assess opportunities, and make recommendations about engagement by EMC Founder or other staff.
- Support the development of an earned media strategy.

Required Education and Experience:

- 5-8 years of experience serving in a communications function at a nonprofit.
- Excellent writing and editing skills, including writing for a variety of audiences and a wide range of content types.
- Strong communications acumen; view all activities with a communications lens.
- Highly organized and thoughtful project manager with demonstrated experience seeing projects from conception to completion.

- Experience developing and executing strategy-driven campaigns that raise money and awareness.
- Experience using WordPress to manage websites, and Mailchimp for email marketing.
- Some familiarity with media relations.
- Knowledge of 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
- 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 "Communications and Marketing Manager" in the subject line.

Equal Opportunity Employer