

## Manager, Communications & Marketing

**Reports To:** Vice President, Communications & Marketing

**Position type:** Full time, exempt

**Location:** 333 Hudson Street, New York City

Motivated by the belief that maternal health is a human right, **Every Mother Counts (EMC)** works to advance evidence-based strategies to address the global maternal health crisis and improve maternal health outcomes and the experience of care for all. We support community-centered care and workforce development by raising awareness, investing in community-led solutions, and advocating for critical systems change. To date, EMC has invested over \$42M to make pregnancy and childbirth safe, respectful, and equitable for everyone, everywhere.

### **The Role**

Every Mother Counts is seeking to add a Manager, Communications & Marketing to its Communications & Marketing team. The Communications Team leverages the power of communications 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 & Marketing will be a communications generalist with experience across the full range of communications activities, a stellar project manager, and a strong writer and editor.

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 Manager, Digital Communications & Marketing and Vice President, Communications & Marketing to support all of EMC's communications activities. The role will report directly to the Vice President.

*Note: EMC's work policy is at least two days per week in the office hybrid at-will. All EMC staff work in the office on Tuesdays; the Communications team works together, in-person, in the EMC office on Thursdays. Staff are welcomed and encouraged to work from the office on additional days, as desired. As such, only candidates who can commit to working in office on Tuesdays and Thursdays, at a minimum, will be considered for this role.*

### **Description of Responsibilities:**

#### **Project Management & Execution (75%)**

A key component of the Manager, Communications & Marketing role is ensuring the overall smooth functioning of the communications team, supporting the Vice President in identifying and tracking communications opportunities and projects, and making certain that deadlines are met, and outputs are high quality. If you are a highly organized, detail-oriented project manager, this role is for you. This work will evolve; however, examples include:

- Project manage website redesign, in partnership with Communications team, currently underway with launch anticipated in late Q1 of 2025, including drafting content.

- Overseeing production of the digital Annual Report, including brainstorming concept, identifying external designers, drafting content, liaising with external consultants around development.
- In partnership with Digital Communications Manager and Vice President, 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. This can include project managing design and printing of event collateral (invitations, programs, presentations, signage); coordinating runs of show and drafting talking points; and supporting events on-site.
- In partnership Communications team, identify needs for internal communications guidelines and processes, and create new guidelines for staff. Examples could include, updating existing language guidelines, developing an AI policy, etc.

Note that EMC will celebrate its 15<sup>th</sup> anniversary in 2025. Plans are in development for this exciting milestone; this position will be instrumental in helping execute the 15<sup>th</sup> anniversary communications strategy which could include developing a refreshed brand film, anniversary collateral and reports, flagship events, and more.

#### **Writing and Editing (25%)**

- Write and edit communications pieces, including website content, annual report content, talking points, briefs, statements, opinion pieces, and more.
- Communications Manager may assist Digital Communications Manager with drafting email, newsletter, and social media content.

#### **Required Education and Experience:**

- 5-8 years of experience serving in a communications function at a nonprofit.
- Highly organized and thoughtful project manager with demonstrated experience seeing projects from conception to completion.
- Previous experience with website development or refresh, annual report creation, not required but a plus.
- Excellent writing and editing skills, including writing for a variety of audiences and a wide range of content types.
- Experience developing and executing strategy-driven campaigns that raise money and awareness.
- Strong communications acumen; view all activities with a communications lens.
- Knowledge of maternal health not required but a plus.
- Strong interpersonal skills; demonstrated ability to work effectively and coordinate across departments in an organization.
- Capable of juggling multiple priorities and pivoting as needed.
- Proficiency with project management systems like Monday.com helpful but not required.
- 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](mailto:careers@everymothercounts.org) with “Communications & Marketing Manager” in the subject line.

**Equal Opportunity Employer**