Requisition #304988: Communications and Marketing Associate

General Description: The Communications and Marketing Associate will be responsible for the management, implementation and evaluation of all communication efforts for the Urban Health Institute.

Primary duties and responsibilities: The Coordinator will effectively communicate the Institute’s mission and activities to a broad audience of stakeholders interested and involved in encouraging healthy communities. This position reports to the UHI Program Director. Occasional weekend and evening hours may be required.

The coordinator will:
- Develop overall long-term communications strategy, as well as marketing and outreach strategies for individual initiatives;
- Serve as lead writer and editor for all communications content, including, but not limited to the UHI weekly newsletter, research briefs, social media, and web content;
- Manage communications projects from concept to completion, including but not limited to promotional campaigns, weekly email marketing, social media campaigns, quarterly newsletter, video, web content.
  - Identify target audience segments, design engaging messages and determine optimal channels to reach audiences.
  - Develop budget recommendations and track to ensure all projects are within budget.
  - Assist UHI program director in managing students, video production crews, photographers, etc., as needed
- Implement and execute standards to deliver a consistent voice and appearance for all communications.
  - Provide vision for outreach materials and work closely with graphic designer to create high-quality products
- Expand network through an understanding of Institute’s diverse audience; establish and maintain relationships with new and existing strategic contacts.
- Develop and update content for UHI website; collaborate with web designers and developers to ensure website reflects brand identity.
- Monitor and evaluate marketing initiatives (conduct evaluations, review email list membership and member activity, analyze website traffic and trends with Google Analytics).
- Actively interact with local and national media outlets and representatives (engage and respond to media inquiries, draft and distribute press releases, collaborate with university public affairs offices to coordinate interviews and secure locations for film, video and photo shoots).

Special skills/knowledge: Bachelor’s degree and related work experience required. Successful candidates will be high energy and outgoing, with the proven capacity to work quickly and accurately, both independently and with a small team of dedicated professionals. The position requires strong written and interpersonal communication skills, tact, and sensitivity.

The Associate should have experience with social media platforms in a professional setting and be familiar with web content management. Experience in community-based work, particularly in Baltimore is a plus.

How to apply: Please submit your resume and cover letter to urbanhealth@jhu.edu and complete the application at jobs.jhu.edu by searching for requisition #304988.