



JOB DESCRIPTION

TITLE: Communications and Marketing Manager

LOCATION: Flexible

THE POSITION:

Do you want to see the end of overdose? Do you want to work for a dynamic organization committed to promoting the health and dignity of individuals and communities who are affected by drug use? Harm Reduction Coalition is seeking an energetic, detail-oriented, self-starter who is looking to expand their expertise while shaping the voice and communications strategy of this growing organization.

The Communications and Marketing Manager is responsible for overseeing and implementing the communications strategy that promotes Harm Reduction Coalition’s work through earned media, website content, and other digital platforms. This position will work closely with the Communications Advisory Team to shape and implement a comprehensive and coherent strategy that advances the organization’s mission, message, and brand. This position helps foster “a culture of communication” within Harm Reduction Coalition by providing guidance to staff across multiple teams/offices that serve to advance the mission and North Star Statement while ensuring the depth and diversity of the organization’s work is reflected in external communications.

The ideal candidate is an individual who enjoys a fast-paced environment and brings a proven track record of success in creating compelling content and implementing a comprehensive communications strategy.

ORGANIZATION DESCRIPTION: Harm Reduction Coalition is a national advocacy and capacity-building organization that works to promote the health and dignity of individuals and communities who are affected by drug use. With brick and mortar offices in New York and California, we advance harm reduction policy and practice through five core programs:

1. harm reduction policy and advocacy;
2. national training and capacity building initiatives;
3. national and regional conferences;
4. publications and resources, and;
5. technical assistance on overdose prevention education, hepatitis C prevention and treatment, syringe access expansion, and the US opioid crisis.

Collectively, these core programs work toward our North Star Statement: **Harm Reduction Coalition creates spaces for dialogue and action that help heal the harms caused by racialized drug policies.**

KEY RESPONSIBILITIES:

- Center racial justice in communications; proactively apply a racial justice lens to communicate our values, who we feature in our work, and measure
- Uplift the work of intersectional movements; identify opportunities with Harm Reduction Coalition staff and key partners to uplift the work of parallel social movements with an eye towards action and collaboration.

- Oversee the day to day external communications for the entire organization, including email campaigns, social media management, event promotion, and coordination with team members to engage with our organization's partners.
- Lead the execution of recurring national, state, and local communications specific to specific geographic audiences and/or based on topics or areas of interest.
- Monitor and take insights from communication metrics to inform communication strategies, working with the communication advisory team to interpret metrics of engagement to action that is operationalized through communications.
- Provide significant contributions to vision and ensures successful implementation of Harm Reduction Coalition's communications and marketing strategy.
- Serve as the point person to proactively identify opportunities to highlight the work of Harm Reduction Coalition staff members at events, co-creating messaging with photos and quotes from relevant stakeholders.
- Maintain organized systems for all communications media; photos, style guides, press releases, blog entries, social media plans, project-based communications, and artwork.
- Support website development, branding, and promotion of events.
- Serve in a supportive role for the National Harm Reduction Conference by leading communications in collaboration with the conference team to promote media before, during, and following the conference.
- Oversee external communications and ensure cohesion with organization-wide messaging.
- Develop benchmark criteria to track and evaluate communications strategy effectiveness and provide quarterly review for Communications Strategy Advisory Team.
- Coordinate and lead the communications team meeting.
- Manage and contribute to the development of annual communications budget.

QUALIFICATIONS:

- Inspired by Harm Reduction Coalition's mission and strategic priorities.
- Commitment to centering racial justice through a communications lens.
- A minimum of three - five years of experience in communications and marketing.
- Experience in harm reduction, public health, and/or racial and social justice preferred.
- Experience with managing complex and comprehensive communication and public relation strategies.
- Significant experience managing social media (including Facebook, Instagram, and Twitter) platforms and a proven record for growing an online following.
- Experience with content development and digital design.
- Interest or eye for graphic design and visuals to compliment written materials; and digital design skills a bonus.
- Organized and meticulous; attention to detail and planning, as well as the ability to handle multiple projects simultaneously in a decentralized environment.
- Excellent and nuanced writing ability and interpersonal communication skills.
- Experience learning and implementing new technology, software programs, and online systems.
- Experience with Adobe Photoshop, InDesign or similar graphic design software.
- Familiarity in one or more of the following CRM systems/platforms: Salesforce, Raiser's Edge, Salsa, or an equivalent system, preferred.

Annual Salary Range: \$60,000 - \$70,000

Reports to: *TBD*

Supervises: 1 full-time staff member + department consultants and interns

Status: Full-time, exempt

Travel: Position requires moderate travel (approximately 14 days per year).

TO APPLY: Please email a cover letter and resume to resumes@harmreduction.org. Subject line should read: *“Communications and Marketing Manager position – last name”*. The attachments should adhere to the following naming convention: *“Lastname, Firstname_Cover Letter.”* Please address how you center racial justice through a communications lens in your cover letter. Only qualified applicants will be contacted for an interview. No phone calls or visits please.

People with lived experience of substance use, incarceration, homelessness, and/or sex work; people of color, women, and members of the LGBTQIA+ communities; and people living with HIV/AIDS and/or hepatitis C are strongly encouraged to apply.

DEADLINE: May 5, 2019

Created: April 1, 2019