



## SENIOR COMMUNICATIONS SPECIALIST/ACCOUNT MANAGER JOB DESCRIPTION

Impact Marketing + Communications ([www.impactmarketing.com](http://www.impactmarketing.com)) is a Maryland-based consulting firm offering integrated marketing and communications strategy, writing, editing, design, web, social media, and photo/video services. We are a team of experienced professionals privileged to work with organizations that are changing this world for the better, and we are proud to play a part in telling their story.

We're small but mighty – Impact recently made the list of the fastest growing companies in America, according to Inc. 5000. In the last two years, we have also won seven international creative awards, two MarComm awards, and were named a Top Place to Work by PRNews. Our clients range from the Federal government to nonprofits and innovative commercial clients. Much of our current work involves supporting public health programs, including those focused on the delivery of HIV care and treatment to marginalized populations throughout the United States and its territories as well as other social cause-related efforts including maternal and child health, substance use prevention and treatment, overdose prevention, STIs, and health and disability, among others.

Currently, we are seeking a full-time Senior Communications Specialist for immediate hire. Salary will be competitive and commensurate with experience level, and overall compensation includes medical benefits.

### DUTIES AND RESPONSIBILITIES

- Lead client accounts and liaison/strategize with communications staff, graphic and web designers, programmers, photographers/videographers/animators, subcontractors, freelancers, and clients in support of deliverable and project execution.
- Develop and implement communications strategies, marketing tactics, and dissemination-related products and messaging.
- Develop strategies to promote clients/projects as well as the firm and support execution of promotional activities and associated tracking.
- Develop and support public health campaigns from ideation and messaging to reviewing creative designs, and coordinating with team members.
- Provide writing, editing, and proofreading of internal and client deliverables. Proactively identify ways to repurpose as well as market content.
- Manage several assignments simultaneously and adhere to internal and external deadlines.
- Write copy of appropriate format, style, and tone for a wide range of products, including but not limited to newsletters, updates and listservs, Websites, feature articles, fact sheets, Webinar presentations, blog posts, press releases, promotional materials, and technical health/TA communication products.
- Support conceptualizing and writing evidence-informed intervention guides and case studies on client research projects.
- Support social media strategy development and execution, curating and creating relevant and engaging content, and managing editorial calendars for clients' and Impact's social media channels.
- Research topics of interest to clients and their constituents, including interviewing subject matter experts (SMEs) in a variety of fields and using research findings to guide development of strategies and/or content.
- Learn and understand complex, often technically specific content and effectively synthesize and translate it for a variety of target audiences.
- Leverage analytics to inform marketing strategy and recommendations.
- Support company business development efforts including proposal development.
- Adhere to various client style guides.
- Support Impact's financial health by submitting timely and accurate time sheets.
- Other writing and communication duties as assigned.

## **JOB QUALIFICATIONS AND SKILLS**

- Bachelor's degree required (BA in English, journalism, communications or similar field with experience working in public health or public health degree with strong writing skills); MPH preferred
- 6-8 years of experience in a client-facing (ideally consulting) role, managing health communications accounts
- Experience developing communications, digital collateral, training materials, and promotional products and campaigns for public health audiences (experience with HIV strongly preferred; experience with substance use prevention preferred)
- Federal contracting experience preferred. Experience working on projects for the U.S. Department of Health and Human Services (HHS) a plus, particularly HRSA and CDC.
- Interest in advancing health equity and social justice issues.
- Ability to juggle multiple assignments and clients while still meeting deadlines.
- Exceptional attention to detail and organizational skills.
- Digitally savvy (i.e., understanding and leveraging analytics for marketing decision making and leveraging digital platforms for communication execution).
- Ability to take direction and constructive criticism from colleagues and clients in a professional manner.
- Experience working with creative teams for deliverable development.
- Excellent interpersonal and communication skills and a professional demeanor at all times.
- Demonstrate resourcefulness and the ability to troubleshoot and address challenges proactively and independently.
- Experience guiding clients through digital projects and website content and strategy development processes a plus.
- Be a trustworthy, highly proactive team player who works well independently and has an entrepreneurial spirit.
- Proficient knowledge of social media.

## **ADDITIONAL COMPANY INFORMATION**

Impact Marketing + Communications is headquartered in Silver Spring, MD and has an additional office in Albany, NY. This position includes up to 4-days a week telework. For the right candidate, we may consider a fully remote position with occasional travel.

## **HOW TO APPLY**

Candidates should email a resume, a one-page cover letter, and two writing samples (ideally one technical writing sample and one campaign/promotional sample) to [\*\*jobs@impactmarketing.com\*\*](mailto:jobs@impactmarketing.com) with the subject line "Senior Communications Specialist." Resume and/or cover letter should speak directly to qualifications outlined in this job ad.

Unfortunately, we cannot respond to all job applications; however, if we are interested in your application, we will follow up with you via email. **No phone calls please.**