Director of Marketing and Digital Strategy

Organization Overview
The National Institute for Children’s Health Quality (NICHQ) is a mission-driven nonprofit dedicated to driving dramatic and sustainable improvements in the complex issues facing children’s health. We provide deep expertise in building and managing effective change strategies that align partners and engage participants to achieve better outcomes for children’s health. At the heart of what motivates us is the belief that children and families deserve better systems and supports so that every child achieves their optimal health. Because of this belief, addressing social determinants of health, eliminating health disparities, and achieving equity are central to our mission. We believe that by creating a culture of diversity, equity and inclusion, we will similarly foster greater strength and resilience within and beyond the organization.

Position Overview
The Director of Marketing and Digital Strategy is responsible for the planning, development and implementation of NICHQ’s marketing and communications strategies to advance NICHQ’s reputation and visibility in the child health and healthcare market, expanding NICHQ’s constituents, and converting existing customers to deeper levels of engagement.

Summary
- **Salary**: Commensurate with salary and experience
- **Career Level**: Experienced
- **Status**: Full Time, Employee, open to remote candidates
- **Education**: Bachelor’s degree in a relevant discipline required
- **Reports to**: Chief Operating Officer
- **Supervises**: Communications Specialist

Responsibilities
- Develop annual strategies for the department and translate the strategies into action items for execution by and with direct reports and other NICHQ staff.
- Brand Management/Marketing: Project a compelling and consistent brand identity.
- Content Marketing: Create and disseminate content that boosts NICHQ’s brand, generates revenue, and inspires actions that advance NICHQ’s mission.
- Knowledge of Customers: Develop a deep understanding of NICHQ customers and their needs to move them to higher levels of engagement.
- Engagement: Activate NICHQ’s customer base (existing and potential) as disseminators/brand ambassadors.
- Technology: Work closely with Senior Manager, Technology and Digital Solutions to develop solutions that support the customer experience.
- Create and oversee communications programs that effectively promote the organization, its mission, and services.
• Oversee all external communication efforts, ensuring the consistency of messages across platforms (e.g., e-newsletter, website, social media, press, etc.) and adherence to NICHQ brand standards.
• Lead the development of and creation (when appropriate) of products and messages (e.g., writing or editing content, crafting project-specific communication deliverables, proposal development, etc.).
• Work strategically with other departments to maximize communication and outreach efforts to increase web traffic, strategic partnerships and new business.
• Serve as a consultant to the organization’s leadership and executive team.
• Manage department staff, budgets and staff assignments to ensure alignment with strategic plan.

Qualifications
• 5 - 7 years of experience in a marketing or communications role
• Healthcare and/or non-profit experience
• Strong analytical, strategic thinker and planner
• Strong acumen for communications strategies, execution, and measurement and reporting
• Strong writing, editing and speaking skills
• Excellent understanding of the market and customer needs
• Project management experience
• Excellent organizational skills
• Proficiency with office systems, including Word, Excel, HTML, PowerPoint, Adobe; Creative Suite and HubSpot proficiency a plus
• Able to work in a fast-paced environment; can-do/positive attitude
• Passion for NICHQ’s mission and mission-driven approach

Salary and Benefits
Salary will be commensurate with qualifications and experience. Excellent benefits package, including medical, dental, disability and life insurance, flexible spending accounts, paid earned time off and holidays, and commuter benefits.

To Apply
To apply for this employment opportunity, please complete and submit an online application at NICHQ.org. If you have any trouble accessing the application form, please email careers@nichq.org.

NICHQ is committed to increasing the representation of people from culturally and linguistically diverse backgrounds in our workforce and to value and embrace their skills, perspectives and experiences for the benefit of our mission. NICHQ is an equal opportunity employer; all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, gender, sexual orientation, age, marital status or disability.