



## Marketing and Communications Manager

### Description

The Marketing and Communications manager will grow the value of MedShare's brand among all constituencies in the three markets (Atlanta, San Francisco, New York metropolitan area) where MedShare has a physical presence. The manager will prepare all marketing collateral for programs in the three markets. In addition, the manager will prepare press releases, produce videos and maintain the MedShare website and social media presence. The Marketing and Communications manager will work closely with internal stakeholders on fundraising materials. MedShare seeks a generalist for this position with demonstrated skills in multiple areas, including writing acumen for press releases, newsletters, appeals, and marketing materials; digital media, PR, marketing, graphic design, and social media. Must enjoy working in a fast-paced environment and be able to juggle numerous priorities.

Reports To: Director of Development

### Duties and Responsibilities

#### Marketing:

- Grow a successful communications program through press releases, website updates, video and social media
- Build strong relationships with relevant media contacts, pitching timely and tailored MedShare stories
- Develop an annual marketing calendar to implement leadership priorities
- Respond in a timely manner to requests by MedShare volunteer partners for their internal and external communication needs
- Design, write and print MedShare marketing materials
- Update website regularly using new, impactful content

#### Written Communications & Print Material Collateral:

- Write all text for print material, including annual report, newsletters, appeals, press releases and other program-related written communications
- Work with vendors to ensure a continuous supply of collateral materials, including the annual report, program collateral, organizational and fundraising brochures and flyers, stationery and business cards
- Implement social media strategy and manage social media dashboards

#### Graphic Design:

- Develop creative graphic designs that result in compelling messages
- Design within the brand framework while still defining distinctive programs, events, and messages
- Provide photography and videography/video editing



### Brand Management:

- Draft and execute an annual multi-platform marketing and communications plan to introduce MedShare to a wider audience
- Assist the CEO and Development officers to ensure consistent use of the MedShare brand
- Communicate and monitor organization-wide adherence to policies and procedures that affect the brand

### Requirements

- Passion for MedShare's mission, a global interest and sensitivity to other cultures
- Bachelor's Degree in Communications, Marketing, Graphic Design or comparable experience
- 5-6 years relevant experience that aligns with the essential duties of the position
- Graphic design experience, strong design software skills, especially InDesign and Photoshop
- Experience with web content management, specifically WordPress; knowledge of HTML highly desirable
- Ability to work with diverse internal constituencies
- Ability to manage multiple priorities set by organization
- Experience working with designers, printers, and other vendors and willingness to negotiate pro bono services to supplement existing resources
- Established base of media contacts a plus
- Project management experience
- Fluency in English is required and knowledge of Spanish and/or French is desired
- Experience living / working internationally is highly desirable

### Compensation:

Salary commensurate with skills and experience. MedShare offers an attractive benefits package, including full healthcare, dental, and vision, 401(k), and paid leave. The position is located in Atlanta.

### Application Process:

Interested applicants should submit a resume, cover letter and salary requirements to: [jobs@medshare.org](mailto:jobs@medshare.org) with "**Marketing and Communications Manager**" in the subject line.

Thank you for considering us! We regret that we are only able to respond to final candidates.