

# ACHA Digital Marketing Coordinator

The **Adult Congenital Heart Association (ACHA)** is seeking an experienced individual to be the full-time Digital Marketing Coordinator for a rapidly growing national patient advocacy organization. ACHA engages patients, caregivers, family members, healthcare providers, and researchers in activities to improve and extend the lives of the millions born with heart defects through education, advocacy and the promotion of research. This is an excellent opportunity to invest your digital marketing skills in a highly-respected organization and help ACHA address the unmet needs of those living with this country's most common birth defect. To learn more about our work visit [www.achaheart.org](http://www.achaheart.org).

## POSITION SUMMARY

ACHA is experiencing an exciting period of growth and the Digital Specialist will play a pivotal role in the organization's continued success and expansion. This is a new position that you will help grow through your work. Reporting to the Senior Communications Manager, ACHA's Digital Marketing Coordinator will be responsible for the success of ACHA's online and web-based communications efforts, taking them to new levels. The Digital Marketing Coordinator will work closely with staff, volunteers and other constituents to develop, plan and implement related initiatives. This position will be based at our office in the East Falls neighborhood of Philadelphia with a telecommuting component and some travel required.

## POSITION RESPONSIBILITIES

### General Responsibilities

- Evaluate the effectiveness of ACHA digital communications. Develop and implement a social media and website strategy, including paid advertising, for the organization.
- Establish and implement key metrics to track level of value and impact of communications efforts.
- Maintain a high standard of quality and visual consistency in all content.
- Review external digital communications to ensure that all content is in alignment with ACHA's brand and messaging guidelines.
- Support program and development initiatives that involve a digital component, such as social media posts, designing digital graphics, giving campaigns, and drafting copy and developing webpages.
- Oversees the ACHA photo archive and agreements, permissions, etc.
- Act as team lead for digital components of any future brand updates.
- During specific annual marketing campaigns, will support the development of strategy and implement the plan across social media, web, e-marketing and search engine optimization (SEO).
- Other tasks as required to provide support to staff, consultants, and volunteers.

### Social Media

- Manage ACHA's social media sites, including Facebook, Twitter, Instagram and LinkedIn. Utilize any other social media outlets that are conducive to the organization's program and service goals.
- Manage content, and coordinate content production by other staff for all ACHA social media sites. Ensure that new and consistent information is posted regularly.
- Reply to messages, promote initiatives, and grow ACHA's online community.
- Create all graphics for social media.

### **Website**

- Responsible for all website updates and publication of all posted content.
- Acts as liaison to staff for majority of content, as well as drafting and creating other content or online features as needed.
- Implement SEO tracking and manage analysis and related purchases to assure the ACHA website is a go-to resource in the congenital heart disease and related spaces.
- Serve as ACHA lead contact with external web development team when needed.
- Drives new website ideas as time and resources allow, including possible development of an app, podcast, videos, etc.

### **Email Communications**

- Create and disseminate ACHA's monthly and bimonthly e-newsletters and all e-mail marketing activity to ACHA databases (promoting events, giving campaigns, etc.).

## **KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO PERFORM WORK**

- A minimum of a BA/BS
- A minimum 1-3 years of experience in planning, writing and managing social media networks, websites, electronic communications, and other online media.
- Graphic design experience preferred.
- Skills in marketing and public relations are required.
- Proven knowledge of online networks, content management systems, third party design tools, and other related programs.
- Demonstrated skill and comfort in proactively building an online network and relationships with a virtual constituency.
- Ability to be self-starting, self-sufficient, a quick learner, and independently focused, with minimal supervision, under deadline pressures.
- Ability to tailor message formats and contents to target audiences.
- Ability to lead and motivate, develop clear and creative solutions to complex problems and manage multiple initiatives simultaneously.
- Proven computer literacy, with strong hands-on capability in Microsoft Office, Outlook, PowerPoint and other tools.
- Knowledge of congenital heart disease, cardiology, and/or a related health area is a plus.

## **COMPENSATION**

Salary for this position is competitive and commensurate with experience. ACHA offers a generous benefits package including health, dental, vision, life and disability plans as well as retirement and paid time off.

## **ANTI-DISCRIMINATION POLICY**

ACHA does not discriminate based on ethnicity, race, gender or sexual orientation and encourages all qualified individuals to apply, including those with congenital heart disease.