



Digital Marketing Specialist

The Adult Congenital Heart Association (ACHA) is seeking a highly driven and organized individual to fill the role of full-time Digital Marketing Specialist for our growing national patient advocacy organization. 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. If you are a passionate digital strategist, marketer, and social media specialist who is interested in patient advocacy, education, and building community, we look forward to learning more about you.

The Digital Marketing Specialist position is full-time (40 hours/week) that will be filled either as a fully remote position that can be located anywhere in the continental United States, or a hybrid position at our home office in Columbia, MD. Candidates in either scenario are encouraged to apply.

ACHA is a national patient advocacy organization that empowers the congenital heart disease (CHD) community—patients, caregivers, family members, healthcare providers, researchers, elected officials, etc.—by advancing access to resources and specialized care that improve patient-centered outcomes for the nearly 2 million adults living with CHD in the United States. To learn more about our work visit www.achaheart.org.

POSITION SUMMARY

Reporting to the Director of Marketing and Communications, ACHA's Digital Marketing Specialist will be responsible for the ACHA website, digital strategy and implementation, and all social media and electronic communications. The Digital Marketing Specialist will also serve as a lead content creator. This position works with and supports all ACHA staff in the areas of patient resources and advocacy, medical affairs, development/fundraising and events (including Walk for 1 in 100).

POSITION RESPONSIBILITIES

Social Media

- Oversee, manage, and post all content and schedules for ACHA's social media sites, including Facebook, Instagram, and LinkedIn as well as potential future networks such as TikTok.
- Create content and coordinate content production by other staff for all ACHA social media sites. Ensure that new and consistent information is posted regularly.
- Utilize other social media outlets that are conducive to the organization's program and service goals. Audit all ACHA social media to evaluate efficacy and success, and provide guidance on each network's use.
- Reply to messages and comments, promote initiatives, and grow ACHA's online community.
- Create all graphics for social media using Canva.

- Execute strategic ad campaigns (both in-house and potentially funded) through Meta Ads Manager, selecting appropriate targeting, designing content, monitoring ads, and providing reporting.

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.
- Serve as ACHA lead contact with external web development team.
- Potentially 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.
- Drive new website ideas as time and resources allow.

Email Communications

- Create and disseminate ACHA's monthly and bimonthly e-newsletters and all email marketing activity to ACHA databases (promoting events, giving campaigns, etc.).
- Research and potentially implement other email marketing programs.

Marketing

- Evaluate the effectiveness of ACHA digital communications. Develop and implement a social media and website strategy, potentially 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 digital components, such as social media posts, designing digital graphics, giving campaigns, Google Ads, and drafting copy and developing webpages.
- Function as team lead for digital components of any future brand updates.
- During specific annual marketing campaigns, support the development of strategy and implement the plan across social media, web, and e-marketing.
- Provide monthly reporting for social media accounts, website, and Google Ads using programs such as Supermetrics, Google Analytics, Hootsuite, and social platforms' own reporting tools as needed.
- Manage ACHA's Google Ads account, creating new ads, optimizing ad content, and monitoring ongoing campaigns. Leverage other Google products further, such as Analytics and Search Console, to ACHA's advantage.
- Design branded graphics for marketing materials and campaigns using Canva.
- Oversee the ACHA photo archive and agreements, permissions, etc.
- Take the lead on future research and implementation to grow ACHA's digital marketing and online presence (for example, SEO, AI, and development vendors).
- Other duties as assigned.

Knowledge, Skills and Abilities Required to Perform Work

- A minimum of a BA/BS

- A minimum 2-4 years of experience in digital strategy; planning, writing and managing social media networks, websites, and electronic communications; and other online media.
- Graphic design experience preferred.
- Skills in marketing are required.
- Proven knowledge of online networks, AI, 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, an adaptive 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. Experience with Blackbaud Raiser's Edge is a plus, but training will also be provided.
- Knowledge of congenital heart disease, cardiology, and/or a related health area is a plus.
- Occasional travel required, such as to Walk for 1 in 100 events and in-person board/staff meetings.

POSITION DETAILS

The salary range for this position is between \$50,000 and \$60,000, will be based on experience, and reviewed annually. ACHA offers a generous benefits package including health, dental, vision, life, and disability plans as well as retirement plan match and paid time off.

TO APPLY

Email cover letter, resume, and salary requirements as PDF or Word documents to hr@achaheart.org with "Digital Marketing Specialist" in the subject line. Applications reviewed on a rolling basis. While not required, we would also appreciate seeing some examples of your great social media and overall content creation as part of your application.

ACHA is an equal opportunity employer committed to diversity and inclusion.