

MARKETING AND COMMUNICATIONS MANAGER

Organization Summary

The Gretchen Swanson Center for Nutrition is a nonprofit research institute providing expertise in measurement and evaluation to help develop, enhance and expand programs focused on healthy eating and active living, improving food security and healthy food access, promoting local food systems and applying a health equity lens in all we do. With expertise in public health nutrition, we are dedicated to building measurement strategies to assess the impact of innovative health-related programs. We work nationally and internationally, partnering with other nonprofits, academia, government and private foundations to conduct research, evaluation and scientific strategic planning. For more information about the Gretchen Swanson Center, please visit www.centerfornutrition.org.

Job Summary

The Marketing and Communications Manager leads the implementation of Gretchen Swanson Center's marketing strategy to facilitate greater awareness of the Gretchen Swanson Center and its work locally, nationally and internationally.

Job Duties and Responsibilities

- Develop and execute the marketing strategy which includes branding, design, public relations and external communication
- Maintain industry knowledge, awareness, and best practices by participating in trainings, webinars, networking, etc.
- Identify, coordinate with, and manage agency partners and consultants
- Maintain and enforce a consistent and recognizable brand identity
- Foster internal communications and connectivity to maximize efficiency and maintain an organizational culture that attracts and retains top talent
- Support projects by attending relevant project meetings and design/storyboarding sessions
- Lead and delegate design, format, and review of project deliverables including reports, presentations, one sheets, infographics, and website pages
- Plan and manage the design, content development, and production of all marketing collateral
- Oversee digital marketing presence (website, social media, e-newsletters, SEO)
- Analyze social media, newsletter, and website metrics to inform and optimize marketing plans
- Serve in a supervisory role for Senior Marketing Associate(s), Marketing Associate(s) and Marketing Intern(s)
- Develop director's reports and attend board meetings to present marketing/development report and participate in strategic growth committee meetings
- Develop press releases and talking points to support media relations opportunities and spokesperson training
- Support networking and new business opportunities through research and meeting preparation
- Serve as a Gretchen Swanson Center representative at appropriate promotional events and networking meetings
- Other tasks as assigned.

Preferred Qualifications

- Bachelor's degree in marketing, advertising, journalism, or related field.
- Five years of experience performing marketing tasks such as brand design, copy writing, and website development.
- Proficient in marketing and graphic design software such as Photoshop, InDesign, and Illustrator.
- Proficient in web development (e.g., SquareSpace) and social media management platforms (e.g., Hootsuite).
- Creative and innovative thinker.
- Strong written and verbal communication skills.
- High level of attention to detail and ability to problem solve.
- Strong organizational, planning, and time management skills.
- Ability to work in a fast-paced team environment.
- Proficient in Microsoft Office (Word, Excel, PowerPoint, and Outlook).

Salary Commensurate with experience. Competitive benefits package provided.

Job Type This is a full-time, remote position.

Travel This position may include travel for client visits, conference attendance, and other promotional or networking activities.

How to Apply To apply, please send a statement of interest and resume/CV to Leah Carpenter, Associate Director at lcarpenter@centerfornutrition.org. Applications will be reviewed on a rolling basis. Please mention any foreign language skills in your materials.