JOB Announcement: Marketing & Communications Specialist, AIMHiTN
Anticipated Start Date: July 5, 2022

**JOB TITLE:** Marketing & Communications Specialist  
**DATE:** May 2022

**REPORTING:** Director of Belonging  
**STATUS:** Full-time, exempt

**OVERVIEW:**

Scientific research has shown that our brains develop at a rapid pace in the earliest years of life. Positive relationships with adults during this critical time have a profound impact on brain development, providing the support and stability necessary for long-term health and well-being.

The Association of Infant Mental Health in Tennessee (AIMHiTN) concentrates on prenatal care to the child’s sixth birthday by delivering education, training, and resources to assist caregivers, educators, healthcare providers and other professionals in their everyday interactions with infants, young children, and their families. By focusing on early relational health, AIMHiTN contributes to healthy communities and a productive workforce for generations to come.

AIMHiTN is committed to deepening conversations and promoting reflection and action to address ongoing bias, structural racism, and racial violence that impacts the health and well-being of all little ones and their families. We seek to intentionally examine the ways that we contribute to the continuation or dismantling of racial trauma and structural oppression. We seek to create an environment where diversity, equity, and inclusion is embedded in every aspect of our organization and service to the IECMH community and for every infant, young child, family, their community to feel that they belong.

AIMHiTN is seeking someone who is a creative, critical thinker with strong attention to detail and follow through to join our team as a Marketing & Communications Specialist. This professional will partner effectively with AIMHiTN staff, partners, and stakeholders across agencies and disciplines and will be an effective communicator and writer and understand how relationship building supports and grows AIMHiTN’s mission.

**To Apply:** Send the following to Keena Friday-Gilbert, Director of Belonging (keenafg@aimhitn.org) by May 30th, 2022

- Resume
- A cover letter addressing the questions, “In thinking about a marketing plan for a statewide organization seeking to enhance education and awareness about early relational health, what are some key components your marketing plan would include?”
- A sample or link to a marketing product, such as newsletter, an infographic, or social media campaign.
General Summary:

Marketing & Communications Specialist is responsible for:

➢ Manage social media and listserv/newsletter content.
➢ Serve as key contact for partners and stakeholders to share information and posts
➢ Lead development of annual agency marketing plan and future strategic initiatives
➢ Plan and execute initiatives to reach the IECMH community through appropriate channels (social media, website, email, etc.).

Essential Functions:

Program Activities:

➢ Manage agency newsletter and coordinate with AIMHiTN staff for content.
➢ Collaborate with Inclusion and EP Coordinator for “DEI Corner” of the newsletter. Represent AIMHiTN in community and stakeholder meetings
➢ Collaborate with funding partners on statewide marketing initiatives and campaigns
➢ Develop keen understanding of the IECMH community and the needs of this workforce and community.
➢ Be aware of national, state, and local campaigns and awareness events to share with AIMHiTN network.
➢ Assist in outbound and inbound marketing activities by demonstrating expertise in various areas, such as content development and optimization, advertising, events planning, etc.
➢ Stay up-to-date and maintain awareness on best practices marketing techniques/tools to achieve successful campaigns and promotions and to ensure accessibility and readability.

Qualifications and characteristics:

➢ Bachelor’s degree in marketing, advertising, or related field with at least one year of demonstrated experience.
➢ Understanding of characteristics, service needs, and programming for target population
➢ Culturally astute: Understands, communicates, and works effectively and respectfully across demographical, socioeconomic, and all other diverse cultures
➢ Stay up-to-date and maintain awareness on best practice marketing techniques/tools to achieve successful campaigns and promotions
➢ Proficient in independent work environments.
➢ Familiarity with results-based accountability practices (data collecting, surveying, etc.)
➢ Excellent speaking, communication, writing, and relationship building skills
➢ Excellent communication, interpersonal, and presentation skills
➢ Excellent organizational and time management skills
➢ Ability to coordinate and prioritize multiple sources and types of information
➢ High degree of comfort and competency in using MS Office Suite, Outlook, listserv, and social media
Supervision:
- This position is supervised by the Director of Belonging
- This position does not have supervisory responsibilities.

Working Conditions: This position will be remotely based from any location within the state of Tennessee. In person presence for regular staff meetings and other responsibilities is required.

GENERAL INFORMATION:

AIMHiTN encourages applicants of all races, cultural heritage, sexual identification, gender orientation, and of all abilities to apply.

Required: willingness to travel within the state as needed and requested; valid driver’s license and insurance or reliable transportation support required.

In accordance with the Americans with Disabilities Act, the above is intended to summarize the essential functions of and requirements for the performance of this job. It is not meant to be an exhaustive list of miscellaneous duties and responsibilities that may be requested in the performance of this job.

Compensation: The base salary for this position is $38,000 FTE annual salary. Salary is commensurate based on experience and education.

The Marketing & Communications Specialist is evaluated annually through a process developed by the Director of Belonging.

Benefits include health, vision, and dental insurance and a monthly cell phone/internet coverage stipend of $150. In the absence of an employer-sponsored retirement program, employees will receive a 5% retirement stipend included in the staff's bi-weekly payroll direct deposit. Additional benefits include 1.5 days of paid leave per month (or the number of days established in the current Policy and Procedures Manual, whichever is greater) – annual leave can be carried over from one calendar year to the next and accumulated up to a maximum of 10 days; sick leave at the rate of one day per month; sick leave can be carried over from one calendar year to the next and accumulated up to a maximum of 45 days; up to 3 days paid leave for a family death; 10 paid holidays, self-selected by staff with an additional winter respite holiday from December 25th through January 1st.

All offers of employment and continued employment are contingent upon availability of funding.

Signed:

__________________________________________________________________________
Marketing & Communications Specialist

__________________________________________________________________________
Director of Belonging

__________________________________________________________________________
Date

__________________________________________________________________________
Date