

Job Description - Marketing Associate

Do you believe that all children and young adults should have the opportunity to grow up to live healthy lives? At Partnership for a Healthier America (PHA), we work with companies to make large scale changes so families have access to healthier foods and incorporate physical activity into their daily lives, especially for those that need it most. It's a large, ambitious goal, but we take our jobs seriously and are passionate about the future of health across America.

What's great about PHA:

Our staff is as diverse as the melting pot that is Washington D.C. Sure we know one another's birthdays, and we play pranks on each other on April Fool's Day. But we also have each other's backs when someone is sick or needs extra help. We run races and practice mindfulness together. We show up for each other. We learn from one another. Our culture is enviable and unique to the PHA family -- so we take very seriously anyone we bring into this mix. Stirring up drama or starting rumors is not tolerated. We work hard because we do great work, and it's fulfilling. Additional perks include:

- Located in the heart of Dupont Circle
- Soho-style office (plenty of working nooks, couches and comfy spaces to plug in)
- Free Harvest fruit box for employees to share while at the office
- Monthly company-wide activities led by "fun committee" (including 5ks, yoga and fitness challenges)
- One day a week work-from-home policy/flexibility

What we want from you:

- You have experience working with a content and editorial team.
- You believe "detailed-oriented" isn't a soundbite -- it's one of your strongest qualities.
- You enjoy being involved in several projects and are talented at managing expectations and your own time.
- You have a track record of high achievement.
- You have the ability and desire to work in a fast-paced and challenging environment.
- You are naturally curious and passionate.
- You have a highly self-driven sense of motivation.

About the job:

We are looking for a new Marketing team member to help lead our digital strategy reporting directly to the senior manager. Duties include:

- Manages PHA's digital strategy (external social media content; graphics; basic HTML; digital campaigns; paid social strategy, marketing automation platforms, e.g. Pardot + Salesforce)
- Develops external communications messages for PHA and ensures communications are being delivered in a consistent manner with the rest of the organizations, spokespeople, board members, and funders

- Manages development of video content for PHA, including working with vendors on storyboarding, as well as coordinating content with internal and external stakeholders
- Other duties as assigned

Competencies:

- Education requirement: bachelor's degree in communications, marketing or other relevant fields
- Three years' experience working in the communications field with a minimum of 6 months managing projects
- Basic understanding of HTML and CSS
- Experience with website and content management systems required. (Experience with Ruby on Rails is a plus.)
- Experience with social media analytics and social listening platforms (e.g. Sprout social) is required
- Excellent writing and communication skills
- Excellent interpersonal and collaboration skills

Please send a resume, cover letter and salary history/requirements to jobs@ahealthieramerica.org with "Digital Associate" in the subject line.

We regret we can only contact selected applicants. PHA offers competitive compensation and benefits. Equal Opportunity Employer.