



JOB DESCRIPTION

JOB TITLE: Communications and Marketing Manager
REPORTS TO: Communications and Marketing Director
STATUS: Full Time/ Non Exempt
DEPARTMENT: CHWB 4-100
EFFECTIVE DATE: June 24, 2022

WPHF MISSION:

To make a positive difference in people's lives by optimizing physical, mental and social health and wellbeing. The Winter Park Health Foundation (WPHF) focuses on improving health in the communities of Winter Park, Maitland and Eatonville. Through ongoing data collection and monitoring trends, our team identifies health issues and needs. Our strategy is to engage partners and empower residents to support healthy behaviors; address barriers to health; create healthy habits where people live, learn, work and play; and make health a priority. The Foundation invests in initiatives, programs, grants, and facilities designed to improve health.

SUMMARY:

The Communications and Marketing Manager (CMM) will work cross-operationally, focusing on the Winter Park Health Foundation's groundbreaking Center for Health & Wellbeing (CHWB) and its owned entities within the CHWB – Nourish Coffee Bar + Kitchen and the Crosby Wellness Center. The CMM will leverage owned and paid marketing and communications channels with the primary goal of growing the Center for Health & Wellbeing, Nourish Coffee Bar + Kitchen, and the Crosby Wellness Center's audience and brand, and driving visitation to increase ongoing traffic, usage, and revenues from restaurant sales and wellness center memberships. In supporting WPHF's mission-driven work the CMM position is a unique hybrid opportunity of both consumer and non-profit marketing.

Our ideal candidate has the following core skills, aptitudes, and attitudes: enthusiastic and positive demeanor with proven success in consumer and/or non-profit marketing and communications work; creative problem-solving skills with an ability to identify and maximize opportunities for growth and increased impact; excellent editorial instincts and judgement; strong attention to detail; the ability to establish and maintain strong relationships with internal

and external stakeholders; and an eagerness and ability to manage concurrent projects and priorities from conceptualization to execution.

DUTIES AND RESPONSIBILITIES:

The CMM will work to increase the Center for Health & Wellbeing's and its WPHF-owned entities' reach, visibility, and impact through the delivery of communications, content marketing and traditional marketing strategies. The CMM position is responsible for supporting the development and implementation of CHWB and its WPHF-owned entities' marketing, social media, branding, special events and communication activities in the following ways:

General Communications and Marketing Work for CHWB:

- Writes and edits talking points, pitches, speeches, presentation decks, blog posts, and feature articles for website and print publications.
- Manages digital and print communications including operational updates for stakeholders – internally (for employees/staff/partners) and externally (for members, patrons and community-at-large).
- Fields or answers incoming requests, comments, and questions through CHWB inboxes, social media comments and online reviews.
- Acts as official CHWB photographer, regularly capturing images to support marketing and communications content.
- Identifies opportunities for marketing automation, collaborating with internal and external partners to maximize opportunities to regularly promote and raise awareness about CHWB and its services.

Website Content Creation and Management:

- Manages and updates content on two websites, YourHealthandWellbeing.org and NourishCHWB.com.
- Collaborates with CMD and outside firms for website development and future site modifications for improved user experience.
- Leverages Google Analytics data as insights for action and to inform short and long-term digital strategies.

Social Media Content Creation and Marketing:

- Manages social media content calendars for the Center for Health & Wellbeing and Nourish Coffee Bar + Kitchen, generating and posting regular, relevant, high-quality content to all channels.
- Supports and maximizes management company created and managed social content for the Crosby Wellness Center.
- Collaborates with other members of the WPHF communications and marketing staff (in-house graphic designer and multimedia producer) to plan, produce and publish creative assets; maximize its reach, impact, and lead-generation potential.
- Collaborates with CMD on paid social media strategies, including social media ad buys and influencer campaigns.
- Maintains expert knowledge of current trends in social media management and marketing.

Email Communications and Marketing:

- In collaboration with the CMD, develops and implements email communications and marketing calendar for the Center for Health & Wellbeing and WPHF-owned entities, producing monthly newsletters, sales emails, targeted campaigns, and other e-communications with a focus on open rates, CTR, and conversions.

Outside and Event Marketing:

- Represents the Center for Health & Wellbeing, the Crosby Wellness Center and/or Nourish Coffee Bar + Kitchen at local events and tabling opportunities, promoting brand awareness, and generating quality leads.
- Builds and maintains relationships with local businesses and other non-profit organizations for promotional opportunities.
- Assists in the concepting, planning, and execution of regular special events for the Center for Health & Wellbeing and its WPHF-owned entities.
- Other duties as assigned.

DESIRED SKILLS:

- Experience with content management software and social media content creation; experience with WordPress a plus.
- Knowledge of AP Style with strong written and communications skills and a passion and ability to connect with a variety of audiences.
- Good understanding of diverse marketing tactics, tools, and techniques to increase visibility, profile and brand awareness of an organization, its vision, its various opportunities and staff experts.
- Excellent grasp of social media and website management; including SMO and SEO management, social media tracking analytic tools, and Google analytics.
- Experience in CRM management and email marketing tools. Experience with Salesforce and Pardot a plus.
- Microsoft Office proficient; experience with Adobe Suite, Yext, Yoast, Toast, Vimeo and/or Bitly a plus.
- Ability to build and maintain highly effective working relationships with a range of people (both internally and externally).
- Strong attention to detail, and excellent time management skills.

WORK EXPERIENCE:

- 5+ years in communications, PR & advertising, journalism, or marketing role with demonstrated experience of managing successful marketing and communications initiatives.

EDUCATION:

- Bachelor's Degree in marketing, communications, journalism, public relations, or a related area of study required.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Prolonged periods sitting at a desk and working on a computer.
- Must be able to lift up to 15 pounds at a time.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The Foundation is an Equal Employment Opportunity (EEO) employer. It is the policy of the Organization to provide equal employment opportunities to all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, protected veteran or disabled status, or genetic information.

Interested applicants, please forward resumes to
HumanResources@wphf.org

Enter **Communications and Marketing Manager**
in the subject line

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