

Marketing Specialist **Association of Child Life Professionals**

Position Summary

The Marketing Specialist will play a key role in driving marketing strategies and execution of marketing campaigns to increase brand awareness of, engagement, and revenue with ACLP programs and events. Our ideal candidate would be a creative team player with the ability to work independently, detail oriented, organized, and can approach the position with responsibility and commitment.

This position will have the freedom and opportunity to build new skills, take on challenges, and explore out-of-the-box ideas with the goal of increasing ROI on all digital marketing tactics. The Marketing Manager will report to the Director of Communications & Publications.

Location

This position is eligible to be fully remote, and applicants from throughout the United States are encouraged to apply.

Primary Duties and Responsibilities

- Support the overall marketing strategy, branding, execution, and optimization for ACLP programs. This includes the development of marketing plans, writing copy for a variety of deliverables, execution of plans, and more.
- Develop comprehensive program marketing strategy in tandem with the Director of Communications & Publications.
- Design and assemble high-quality email graphics, presentations, flyers, web pages, and other marketing materials for paid, earned, and owned media channels.
- Ensure quality control and brand standards of all marketing materials.
- Utilize varying approaches, styles, and techniques to effectively communicate with diverse audiences that support the goals and priorities of ACLP.
- Implement end-to-end digital marketing campaigns with multiple tactics and touchpoints (using automated triggers and segmentation) to promote ACLP programs and services.
- Monitor campaign activity and provide program analytics to measure effectiveness of targeted outreach programs – report on a regular basis to identify trends and recommend program improvements.
- Leverage web analytics and SEO best practices to improve content performance.

Qualifications and Experience

- A minimum of 2 years' experience of relevant marketing experience. A background in healthcare, non-profit, or associations is a plus.
- Critical thinker with excellence project management skills, sound understanding of the principles of marketing and campaign execution
- Excellent writing, editing, design, and organizational skills are essential, as well as the ability to manage multiple simultaneous projects and completing deadline while working across departments.
- Experience writing for digital media, including emails, blogs, web pages, etc.
- Preference for working in a fast-paced environment that requires agility and flexibility

The approximate salary range for this position is \$50,000 - \$60,000.

To apply, please send a resume and cover letter to Keri O'Keefe, Director of Communications & Publications at kokeefe@childlife.org.

About the Association of Child Life Professionals

Established as a nonprofit organization in 1982, the Association of Child Life Professionals (ACLP) advances the field of child life by establishing and maintaining professional standards, enhancing the professional growth and development of members, and advancing the credibility of the child life profession by fostering research and promoting the standards of child life practice on a national and international level.

The Association represents trained professionals with expertise in helping infants, children, youth, and families cope with the stress and uncertainty of illness, injury, and treatment. ACLP is comprised of more than 5,000 individuals representing at least 600 organizations worldwide. Learn more about ACLP at childlife.org.

Working for ACLP

ACLP's headquarters is in Falls Church, Virginia. ACLP is open to the consideration of a fully remote position to hire the candidate that is the best fit for our association. ACLP offers eligible employees a comprehensive range of benefits, including medical, dental, vision, and life insurance. Additional benefits include a 403(b) savings plan with strong company match, paid holidays, sick and vacation leave, and more.

Job Status

The Marketing Manager is a permanent, full-time position and is classified as "exempt" (salaried at a regular rate regardless of the number of hours worked).

EEO Policy

The Association of Child Life Professionals (ACLP) believes that equal opportunity for all employees is important for the continuing success of our organization. In accordance with state and federal law, ACLP will not discriminate against an employee or applicant for employment because of race, disability, color, creed, religion, sex, age, sexual orientation, genetic information, national origin, ancestry, citizenship, veteran status, or non-job-related factors in hiring, promoting, demoting, training, benefits, transfers, layoffs, terminations, recommendations, rates of pay or other forms of compensation. Opportunity is provided to all employees based on qualifications and job requirements.

Disclaimer

This description is intended to provide an overview of the responsibilities and duties of the position. It is not all-inclusive. The incumbent in the position will be expected to perform other duties as required. The responsibilities may change over time. This description is provided for informational purposes only and does not form the basis of a contract.