



JOB DESCRIPTION

Marketing Specialist (Part-Time)

Children's HeartLink is a nonprofit humanitarian organization based in Minneapolis. To save the lives of children with heart disease, we partner with organizations to train medical teams, provide education, and transform health care in underserved parts of the world. One in 100 children are born with a heart defect, and 90 percent of these children live where there is inadequate medical care. We currently support partner hospitals and programs in Brazil, China, India, Malaysia, and Vietnam.

Children's HeartLink core values:

- Integrity: We build trusting relationships across cultures and honor our commitments.
- Innovate: We challenge the status quo, learning and improving.
- Collaborate: We work together and connect others to achieve desired results.
- Quality: We strive to deliver high quality programs and services.

I. Objectives

The marketing specialist is responsible for supporting the development and communications department's projects, initiatives and operations. The person in this position will leverage their expertise to contribute to greater awareness of Children's HeartLink. Responsibilities include email campaigns, website management, platform maintenance, social media and content development. In addition, the role will design, create and execute marketing projects including multi-platform marketing and/or donor campaigns as well as test, optimize and recommend best practices.

II. Supervision

This position reports directly to the marketing and communications manager. The marketing specialist does not manage any other positions.

III. Responsibilities

- A. Collaborate with the marketing and communications manager to assess, implement and continuously improve the systems and policies/procedures and enhance cross-channel communication efforts for stronger alignment.
- B. Provide support in maintaining and executing the annual communications plan to ensure the timeliness of projects and that deadlines are met.
- C. Maintain and manage a 12-month rolling calendar for newsletters, communications projects and initiatives.
- D. Write and publish creative, informative and educational content for various communications channels including digital and print (i.e., email, social media, SMS, web, direct mail, one sheets). This may also include creating graphics or working with a designer on graphic creations and gathering photos.
- E. Collaborate with internal and external stakeholders for story development, website and collateral updates and co-branded opportunities via print, digital, video and media opportunities to drive greater general awareness about Children's HeartLink.

- F. Assess, implement and manage systems for reviewing and updating print materials, digital content and story and photo banks.
- G. Maintain and manage key marketing systems (i.e., CRM, WordPress, Google Analytics, Outlook, Canva) and stay abreast of best practices and changes to platforms.
- H. Optimize experience for supporters of Children’s HeartLink through multi-channel messaging on various platforms to drive increased engagement, subscriptions and donations. Evaluate the ongoing success of efforts.
- I. Build campaigns for web and email communication (organic and paid) including creating data segmentation filters, groups and distributions lists for campaigns, annual report and other initiatives to nurture leads and maximize communication while minimizing opt-outs.
- J. Provide support in analyzing campaigns and providing report outs on campaign performance and test results.
- K. Stay up to date on latest trends and practices for all marketing and communication channels utilized by the organization.
- L. Help protect and maintain Children’s HeartLink brand and message in all aspects of communications, special events and related activities.
- M. Assist with communications for annual fundraising event.
- N. Other duties as assigned.

IV. General Office Responsibilities

- A. Attend and participate in staff meetings, retreats and special sessions.
- B. Participate in annual performance review.
- C. Stay abreast of industry trends and news.

V. Required Experience and Skills

- A. Bachelor’s degree.
- B. Minimum three years of relevant experience (e.g., writing, marketing communications, journalism, project management, marketing services).
- C. Strong written and verbal skills. Strong attention to detail.
- D. Experience using a CRM for audience segmentation and communications.
- E. Experience using social media as part of a comprehensive communications plan.
- F. Excellent communication and interpersonal skills; ability to work effectively and collaboratively with diverse groups of people.
- G. Ability to work with others as a team and in support of a positive work culture.
- H. Ability to deal with ambiguities and changing priorities.

VI. Preferred Experience

- A. Experience in a nonprofit setting.
- B. Experience in a medical or global health setting.
- C. Experience working with Canva, InDesign, Adobe and/or other creative software.

VII. Additional Information

- A. This is a part-time position at .75 FTE or 30 hours per week.
- B. Children’s HeartLink provides a competitive compensation package including salary and benefits such as health, dental, disability, 403(b) with match, PTO and 15 paid holidays.
- C. Children’s HeartLink offers a hybrid work model, supporting remote and in-office work.
- D. Work schedule is flexible and can be determined upon hiring, candidate should have availability to work the majority of hours during regular business hours.

- E. Hired candidate shall reside in Minnesota at the time employment begins.
- F. Physical demands are the ability to sit for extended periods of time with the use of computer, keyboard, and mouse. The job may include the ability to lift, move, or retrieve objects up to 30 pounds and bend, stoop, crouch, and reach to perform work functions.

VIII. How to Apply

Qualified candidates should submit the following items to Ann Odens, Operations Manager, at ann@childrensheartlink.org.

- 1) resume
- 2) cover letter including salary requirement
- 3) two to three samples of writing or creative work
- 4) contact information for three references

Thank you for your interest in Children's HeartLink.