

## **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 in Bangladesh, 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 a creative, detail-oriented and well-rounded marketer responsible for growing brand awareness, digital engagement and donor opportunities. With three to five years of experience in digital communications, content creation, SEO and donor-focused marketing, this role supports key marketing and development initiatives including social media, storytelling and donor-focused campaigns. The ideal candidate can engage influential audiences and inspire giving.

### **II. Supervision**

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

### **III. Responsibilities**

#### **Strategic Marketing & Communications**

- Support execution of the annual marketing communications plan and maintain a 12-month rolling calendar of campaigns, content and social media.
- Support consistent use of the Children's HeartLink brand across all platforms, events and collateral.
- Collaborate with Director of Marketing and Communications on systems, processes and cross-channel strategies including managing workflows and project timelines (i.e., Asana).

#### **Lead Generation & Donor Engagement**

- Support lead generation and donor engagement by leveraging insights and giving behavior to optimize email, social and web campaigns.
- Develop and optimize messaging strategies including ask frameworks, CTAs and landing page messaging that reflect donor motivations and behavioral insights.
- Build segmented, automated email journeys and personalized content that strengthens relationships and moves supporters toward deeper engagement and giving.
- Optimize messaging and user experience to increase engagement, grow qualified leads and support major giving efforts.

#### **Content Creation & Storytelling**

- Write and publish content for email, social media, web, SMS, direct mail and print, including drafting and executing fundraising appeals.

- Serve as the voice of Children’s HeartLink on social media, creating content and engaging with followers and partners.
- Develop compelling stories by working with internal teams and external stakeholders; manage the story and photo bank.
- Create graphics (i.e., Canva) and coordinate with designer to support content and campaigns.

### **Digital Marketing & Website Optimization**

- Manage and optimize social and website content (i.e., WordPress), structure and performance to improve visibility and user experience among influential audiences and potential supporters.
- Apply SEO best practices using tools like Google Analytics, Google Search Console and keyword planners.
- Stay up to date on digital marketing trends and best practices.

### **Analytics & Reporting**

- Monitor performance of campaigns and digital content using tools like Google Analytics, MailChimp and Asana.
- Provide regular insights to improve content strategy, SEO and donor engagement.

### **Additional Support**

- Assist with marketing for the annual fundraising event.
- Maintain project management for Marketing Communications with content and systems for print and digital materials.
- Other duties as assigned.

## **IV. Required Experience and Skills**

- Bachelor’s degree.
- Minimum three years of relevant experience (e.g., writing, marketing communications, journalism, project management, marketing services).
- Strong written and verbal skills with strong attention to detail.
- Experience with SEO, website optimization and digital marketing tools.
- Experience using a CRM tool for audience segmentation and communications (i.e., DonorPerfect, ConstantContact, MailChimp).
- Experience with project management tools such to organize tasks, manage workflows and meet deadlines (i.e., Asana).
- Experience managing social media accounts.
- Familiarity with analytics tools such as Google Analytics and email marketing platforms to monitor and report on campaign performance.
- Excellent interpersonal skills; ability to work collaboratively in diverse teams
- Ability to deal with ambiguities and changing priorities.

## **V. Preferred Experience**

- Experience in a nonprofit setting.
- Experience in fundraising content
- Experience in fundraising communications or marketing strategies focused on donor engagement, including the development of appeals, ask frameworks, or conversion-focused content.
- Experience in a medical or global health setting.
- Experience working with Canva, Adobe and/or other creative software.

## **VI. Additional Information**

- This is a part-time position at .75 FTE or 30 hours per week.
- Salary range is \$40,000-\$50,000 for .75 FTE.
- 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.
- Children's HeartLink offers a hybrid work model, with at least two days per week working at the Children's HeartLink office in Edina, Minnesota.
- Work schedule is flexible and can be determined upon hiring.
- Hired candidate shall reside in Minnesota at the time employment begins.
- 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.

## **VII. How to Apply**

Qualified candidates should submit the following items to [careers@childrensheartlink.org](mailto:careers@childrensheartlink.org).

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

Thank you for your interest in Children's HeartLink.