Position: Marketing Specialist  
FLSA: Exempt  
Salary and Benefits  
Reports to: Development & Capital Campaign Director

Roberta’s House is recruiting a Marketing Specialist to serve on a multi-disciplined team. The Marketing Specialist (MS) works closely with the Development Director, Executive Director, President, and Roberta’s House leadership to advance the public’s awareness of Roberta House mission and programs. The MS develops, coordinates, and executes external communications and marketing campaigns and creates content to communicate ideas that inspire, inform, and captivate Roberta’s House target audiences.

The MS is responsible for coordinating marketing projects from ideation to completion, including, but not limited to—earned and paid media, direct mail, email, and digital (social media and text) campaigns. They will develop and share relevant, valuable, and engaging content with the media and Roberta’s House targeted audiences to acquire new program participants and attract new and former donors, community stakeholders, academia, and news outlets.

They possess expertise in marketing concentrations—for example, non-profit or corporate advertising, social media, digital media, or sales. They use data and research analysis on competitors’ business models, human behavior, and historical trends to determine best practices for a particular market/demographic, campaign, or fundraising initiative.

ROLES AND RESPONSIBILITIES

- Knowledge of industry-standard Content Marketing, Email Marketing, Digital Marketing, and Social Media
- Knowledge of tactics, applications, and trends in the online marketplace, such as marketing communications, search engine marketing, social media marketing, and web analytics
- Plan and build out search engine marketing (SEM) campaigns from start to finish by creating budget projections, researching keywords, conducting competitive analysis, and monitoring and reporting on campaign performance
- Create and edit RH materials, including the annual dinner program booklet, annual “Community Resource Guide”, and other materials that require intermediate graphic design and written content creation
- Experience creating email, digital, and social media marketing to increase RH website visibility, "click-through rates," and conversion rates for interactive responses from the reader.
- Collaborate with RH leadership and across program/department lines to implement new and modified programs and initiatives.
- Coordinate and share with leadership on flow chart updates and media pacing and manage third-party vendor/platform relationships (RFP, Rep Meetings, Negotiation) regarding the SEM.
- Assist with designing and content optimization for RH annual reports.
- Consult on draft press releases and talking points for the Office of the RH President/ED and RH Board, as needed.
- Manage the QA process post-launch and throughout the campaign, including troubleshooting.
- Create and manage SEM templates for use across the RH organization.
- Excellent organizational skills with strong attention to detail required, ability to multitask and learn new systems and strategies quickly.
- Develop relationships with a Google rep and push updates and information to agency teams.
- Demonstrate analytical, critical thinking, and problem-solving skills.
- Ensure relevant content includes research articles, blog posts, infomercials of Roberta's House live activities, webinars, blogs, infographics, photographs, or other visual content.
- Identify and promote opportunities to share information through the data visualization of mental health industry statistics and videos of testimonials.
- Monitor and analyze the performance of marketing programs to guide current and future strategies.

Qualifications/Education
- Education: Bachelor of Science or Master's Degree in Business, Marketing, or a related field and related experience.
- Experience: 3-5 years of business experience (desirable) with demonstrated successful track record.
- Experience: 1-3 years creating visual concepts using computer software.
- Knowledge of reporting and analytics tools.
- Microsoft 365.
- Certifications: Google Ads, Google Analytics.
- Datorama, or data management and visualization platform experience, is a plus.
- E-commerce experience is a plus.
- Public speaking and presentation experience required.
- Excellent organizational skills with strong attention to detail required, ability to multitask and learn new systems and strategies quickly.
- Excellent written and verbal communication skills.
- CRM and JIRA experience a plus.

General Requirements
- A driver's license and a private vehicle are required.
- Successful completion of a background investigation.
- Must complete successful background inquiry, which may be required annually, or as requested.
- Ability to regularly work in an office environment or remotely perform work as
- scheduled
- Ability to have prolonged periods sitting at a desk and working on a computer or
- Ability to work in extreme temperatures during agency-sponsored events
- Must be able to lift 10 pounds

Submit a resume and cover letter to the Director of Human Resources at info@insightconsultingassociates.com

Roberta’s House is an equal opportunity employer regardless of race, national origin, sex, age, disability, veteran status, sexual orientation, gender identity, orientation, or other classification protected under the law.