



Oral Health Partnership Marketing Coordinator

Join a team devoted to helping underserved kids get the dental care they need! The Oral Health Partnership (OHP) has created a new marketing position within the organization to facilitate external marketing communications. This is a full-time salaried position at 32 hours per week. General marketing duties including graphic design, social media content creation, web development, writing, and other media creation are the primary purpose of this team member. The goal of this position is to maintain and enhance OHP's positive image within the community via all internal and external materials so that we may better serve our patients, community members, and donors.

Ideal Qualifications:

- Strong graphic design skills for print and web-based marketing materials
- Excellent verbal and written communication skills
- Skilled in photography
- Strong content development and execution, including but not limited to social media, blogs, email design, SEO
- Experience with Google and social media analytic tools
- Skilled in Microsoft Suite, MailChimp, Adobe InDesign and Marketing software
- 5+ years of experience in a marketing related position
- 2-3 years post-secondary education in marketing, communications, or related field
- Creative and highly organized
- Demonstrated team/office experience and success

Additional Desired Skills/Qualifications:

- Experience with blogs, including writing, publishing and SEO
- Past experience in video creation and editing
- Nonprofit fundraising experience
- Competence in public/group presentations

Marketing Coordinator – Key Areas of Responsibility

- Reporting Accountability – Reports to the OHP Development and Community Engagement Director
- Attends and actively participates in Strategy and Planning team meetings along with applicable Board and Committee meetings
- Creates and refines OHP's marketing and other materials to insure consistent branding and quality
- Designs and manages OHP's social media including Facebook, Twitter, Instagram, and others as applicable
- Assist in development and execution of digital marketing efforts using social media, emails, video, website, and more
- Produces timely and relevant content and manages social media content calendar
- Coordinates and creates short videos and possible blog content on OHP's website
- Assists in the creation of video content creation
- Takes high quality photographs for use in marketing and other materials
- Coordinates any marketing spending including radio, billboard, Google, or social media advertising
- Provides regular updates on marketing impact and analyzes OHP marketing based on various metrics
- Measure and build audience engagement, SEO, and retention
- Designs graphics to complete OHP flyers, reports, and other media
- Assists all other team members with marketing content creation including school-based programming, clinical materials, administrative forms, donor campaign materials, etc.
- Assist with administrative tasks as needed
- **Other duties as assigned**

Please apply at [Indeed.com](https://www.indeed.com), or email resume to Michael Schwartz at michael@bcohp.org.

