

Center to Advance Palliative Care (CAPC)
Icahn School of Medicine at Mount Sinai
55 West 125th Street, Suite 1302
New York, NY 10027

Marketing Manager
Full-Time
Position Available Immediately

Summary:

The Center to Advance Palliative Care (CAPC), a leading non-profit health care organization focused on improving quality of care for people with a serious illness, seeks a savvy, energetic Marketing Manager. Reporting to the Senior Marketing Manager, this individual will be an integral part of the team responsible for social media, email marketing, copywriting/editing, and website content maintenance.

Responsibilities:

- Develop written and visual content for social media and email marketing
- Develop strategy for social media advertising
- Manage email marketing initiatives and work with Senior Marketing Manager to lead transition to a new email platform
- Manage social media channels for health care B2B audiences
- Track, measure, and analyze digital marketing initiatives to report on ROI
- Assist in the development of strategies and tactics for building audience engagement and awareness online
- Assist with writing and editing content for CAPC's main website, capc.org
- Occasional travel to represent CAPC at trade shows

Qualifications:

- 5+ years of marketing experience, including in social media and email marketing
- Experience working in a health care-related organization required
- Superb skill in writing for a broad range of audiences
- Ability to integrate audience insights into the development of creative strategies
- Highly organized and detail-oriented
- Adept at working on simultaneous projects at once
- Willingness to be flexible and quickly adapt to changing priorities
- Strong interpersonal skills and ability to work in a team environment
- Proficiency in Microsoft Office suite
- Experience with:
 - Social media scheduling and email platforms
 - Django, WordPress
 - Salesforce
 - Graphic design experience a plus

Education

- Minimum of BA/BS

Please send Resume **and** Cover Letter to:

<https://capc.submittable.com/submit/a28fa2a2-98f9-483b-94d2-848f1acec4e4/marketing-manager>