



Position title: Communications and Marketing Manager
Reports to: Director of Operations
Position type: Full-time; 40 hours/week
Hours: M-F; hours may vary with outreach and event activities
Salary: \$65,000-\$75,000
Benefits: Health, Dental, and Vision Coverage; PTO including most federal holidays; 401k eligibility after six months of employment; unlimited ORCA card
Term: Permanent
Location: Puget Sound region, with some Seattle in-office and travel to DC
Deadline: Applications due May 13, 2022

People of color, LGBTQ-identified people, and individuals whose lived experience has been affected by drug use, homelessness/housing insecurity, incarceration, and/or viral hepatitis are strongly encouraged to apply.

WHO WE ARE:

The Hepatitis Education Project (HEP) is a Seattle-based 501(c)(3) nonprofit agency committed to improving health of underserved communities disproportionately impacted by viral hepatitis and envisions a world where everybody has access to affordable, high-quality care to support all their health needs. Driven by the values and principles of social justice and harm reduction, our programs include Prevention and Outreach, Medical Case Management, Correctional Health, and Policy and Advocacy. Through its direct service programs, HEP aims to improve the health of marginalized communities in King County, Washington by providing low-barrier services that reduce the negative consequences associated with drug use, homelessness, incarceration, and infectious diseases.

HEP also manages two national programs including the National Viral Hepatitis Roundtable (NVHR) and the National Hepatitis Corrections Network (NHCN). [National Viral Hepatitis Roundtable](#) is a coalition of patients, health care providers, community-based organizations, and public health partners fighting for an equitable world free of viral hepatitis. Our mission is to eliminate viral hepatitis in the United States and improve the lives of those affected through advocacy, education, and support to national, state and local partners. NVHR aims to support a comprehensive and integrated response to viral hepatitis by centering the voices of people with lived experience, fighting for equitable access to viral hepatitis prevention and care, and advocating for fully-funded state and federal elimination plans.

POSITION DESCRIPTION:

HEP is seeking a full-time **Communications and Marketing Manager** to manage HEP's overall communications strategy including managing the advocacy communication and marketing needs of our National Viral Hepatitis Roundtable (NVHR) program. This is a new position for HEP and will develop and manage the communications strategy (along with associated internet presence) in the two unique voices of HEP and NVHR. This role will spend 50% of time on HEP activities and 50% of time on NVHR activities. This position is responsible for promoting HEP's services and mission via websites and social media content development, advancing NVHR's priorities through advocacy communications and promotion of key projects (including *Hepatitis C: State of Medicaid Access*, *Hep Elimination*, and *HepNET*), and developing community-facing materials in collaboration with program staff. This position will also serve as part of the philanthropy team including developing fundraising materials and communicating with donors.

The ideal candidate will be grounded in harm reduction and health equity and use communication strategies that amplify and support HEP and NVHR's mission to provide services to people living with viral hepatitis, people who use drugs, and people experiencing homelessness, and to advocate for an equitable world free of viral hepatitis. *This position is Seattle-based - with a mix of in-office and work from home. Occasional travel to DC may be necessary.*

RESPONSIBILITIES INCLUDE:

- Implements communications strategy including oversight and integration of brand identity into digital (email, web, social media) and print communications.
- Identifies opportunities to promote existing and emerging projects.
- Develops, identifies, and adapts materials to communicate with stakeholders including clients, partners, policy makers, and staff, including fact sheets, issue briefs, press releases, opinion editorials, blogs, brochures, and newsletters.
- Serves as lead for producing and maintaining fundraising materials and writing copy for HEP's profile on various fundraising platforms.
- Produces reports/presentations for grant reporting, stakeholder meetings, board meetings, and the leadership team.
- Supports special events planning and coordination.
- Actively manages and documents donor, sponsor, and institutional funder relationships, actions, and notes to assure accurate, timely, and consistent donor engagement and communications.
- Manages consultants and contractors as needed, such as website developers and graphic designers.
- Manages email lists, websites, and social media, including monitoring metrics, trends, and opportunities.
- Liaises with media outlets and journalists.

REQUIRED EXPERIENCE:

- At least 3-5 years' experience developing and executing communication strategies for health and social service non-profits, or other similar organization
- Managing social media for a health-based non-profit, or similar organization
- Basic design experience, or graphic design training and education
- Experience with WordPress, or similar website management platform

DESIRED EXPERIENCE:

- Experience with bulk email, fundraising, and developing printed materials
- Experience with EveryAction, or similar CRM software
- Experience with institutional giving and/or grant development
- Experience with advocacy, activism, or political communications
- Experience with pitching to journalists and placing op-eds
- Experience with copy editing and grant writing
- Basic photo, video, and audio editing skills a plus

To apply please send resume, cover letter, and work sample (can be printed material, or a link to web/social media) to resumes@hepeducation.org. Please put the position title in the subject line.

Resumes without cover letter and work sample will not be considered.

As per Governor Inslee's Proclamation 21-14, all HEP staff, volunteers, and contractors are required to be fully vaccinated against COVID-19. All new staff will be required to provide proof of vaccination or submit a substantiated exemption under applicable law before they begin work on-site at our Seattle office.