



## Job Opening: Marketing Manager

### About the Opportunity

The Hoosier Environmental Council (HEC) seeks a full-time marketing manager. This is an opportunity for a communications or marketing professional to put their creative energies to work advancing the cause of a healthier, more sustainable environment. Along with marketing and communications for the whole organization, half of this position will be communications for HEC's Improving Kids' Environment (IKE) initiative with a particular focus on air quality and asthma.

### Preferred Characteristics

Above all, HEC seeks professionals who are passionate about the environment, and who work collaboratively and creatively to advance HEC's mission and objectives. Successful candidates will demonstrate achievement in past work, though we acknowledge that no one candidate is likely to have all the experiences listed.

The ideal candidate will be:

- A passionate storyteller with a commitment to a healthy environmental and social justice
- An excellent and impactful communicator in multiple modalities, for example website, newsletter, social media
- Experienced in creative communications and marketing strategies that optimize reach and impact
- A communicator who can take information from subject matter experts and turn it into accurate, digestible information for the general public
- Knowledgeable of a variety of communications tools, for example Wordpress, email marketing, Every Action, Google Ads and paid marketing.
- Experienced with social media and with social media platform optimization and analysis
- Able to create engaging visual digital content including social media graphics, photos, and videos
- Willing to learn from key stakeholders when developing communication plans and marketing strategies
- Able to work independently or with a team.

While not requirements for this position, the following will be considered a plus: experience in public health; experience with environmental issues; or a bachelor's degree in marketing, public relations, journalism, or communications or equivalent experience.

## Job Responsibilities

The Marketing Manager will:

- Apply sound marketing and communications practices to advance HEC's messages
- Write copy and manage images and design for social media, newsletters, and website
- Provide structure, organization, and updates to website
- Seek opportunities for targeted earned media such as newspapers, tv, radio, and podcasts
- Monitor news and social media coverage relating to HEC's key issues including collecting media metrics for grant reports.
- Collaborate with members of HEC's Environmental Health Team and Outreach Teams
- Coordinate certain messaging campaigns with HEC's partner organizations
- Design and implement a communications plan on air quality and health with particular focus on reducing environmental triggers of asthma
- Target messaging for specific stakeholders and partner groups (e.g. families, public health professionals, educators, childcare providers, and the general public).
- Create and maintain Improving Kids' Environment (IKE) social media accounts
- Evaluate the effectiveness of the communications and marketing activities.

## About HEC

As a 501 (c)(3) nonprofit organization founded in 1983, the Hoosier Environmental Council has brought together a talented and committed team who care deeply about Hoosier quality of life and our environment and believe the two are intricately connected. HEC is guided by science, a deep appreciation of nature, and an understanding that every community and every individual deserves to live without harassment and ill effects of harmful environmental policy and practices.

## To Apply

This is an exciting and critical time to work at HEC. Indiana is seeing increasing opportunity and demand from business leaders, public sentiment, faith communities and federal, state, and municipal dollars to address issues related to climate change and the environment. HEC is a meaningful platform, and this is a pivotal time for someone like you to make a difference. To apply, send your resume and cover letter to [careers@hecweb.org](mailto:careers@hecweb.org). In your letter please include links to or attach examples of your communications work such as newsletters, flyers, brochures, press releases, social media accounts or websites.