



The Kennedy Forum

Title: Digital Strategy Manager

About the Role

TKF is hiring a Digital Strategy Manager to serve as an integral member of our Communications team focused on sharing the important work of The Kennedy Forum to our audiences in a systematic and strategic way across all channels.

This position reports to the Chief Communications Officer and collaborates with the Content Strategy & Creation Manager and team interns.

The person in this role can expect to lead in the following areas:

Digital Strategy

- Create and execute email, newsletter and social schedules, and web strategy and maintenance schedule.
- Serve as point of contact for TKF team to share items for promotion via social media or in newsletters; push content to team for use on their channels for awareness/amplification and create the process to facilitate this sharing.
- Develop narrative arc of digital content across channels in coordination with Comms, Policy, and Partnership colleagues; contribute to editorial calendar in collaboration with team.
- Provide consistent metrics reporting and analysis on all digital efforts, including actionable insights on what's working and what isn't for team to use to course correct.

Web Oversight of Current Ecosystem

- Serve as point of contact for TKF team to share needed updates to existing sites; work with colleagues to create content, make necessary changes when possible or work with external web vendor to deploy.
- Support the web assessment and rebuild project as needed in advance of an April 30th go-live.
- Provide consistent metrics reporting and analysis on web activity, including actionable insights on what's working and what isn't for team to use to course correct.

Qualifications

While any candidate is expected to have a learning curve stepping into this role, the ideal candidate will have many of the following abilities, attributes, and experiences:

- A commitment to TKFs **mission** to ensure a future where mental illnesses and substance use can be prevented and treated effectively and equitably for all, and our **vision** of mental health as essential health.
- Three to five years' experience managing digital strategy for a non-profit focused on mental health, SUD, or similar topics across multiple social platforms.



- Three to five years' experience in one or more web content management system (ideally Word Press and/or Webflow).
- Three to five years' experience using an email marketing tool, including use of marketing automation features.
- High degree of creativity to develop campaigns, audience expansion activities, etc.
- Excellent written and verbal communication skills; demonstrated ability to convey complex issues in clear and simple terms.
- Excellent organizational and project management skills with the demonstrated ability to manage and balance a wide range of projects, timelines, and responsibilities simultaneously. Highly detail oriented.
- Solutions-oriented with a proven track record of identifying gaps and opportunities to recommend impactful improvements.
- Experience working successfully as part of a remote, digital team.
- Show a deep commitment to diversity, equity, inclusion, and anti-racism with some understanding of the structural and social inequities in MH/SUD at a systemic level.
- Comfortable working independently and collaborating extensively within the context of a small, dynamic team. A thoughtful and caring relationship builder.
- Flexible and adaptable, with the ability to work within ambiguity and changing conditions and priorities.

Perks

Employee Value Proposition - An opportunity to participate in a high growth, values driven, and superior performance culture of impactful knowledge workers dedicated to contributing to the greater good. This involves and includes stretch assignments, the ability to work within a collaborative and inclusive environment, and the acceptance of personal responsibility for the achievement of the agreed to results and outcomes of his/her/their work efforts. In short, this is a preparatory opportunity for future personal and professional advancement.

Flexible working conditions; TKF is virtual.

Benefits include medical, dental, vision and 401(k).

Pay Range: \$85,000 – 95,000

Please email both a cover letter and resume to **Meredith Elkins, Chief Communications Officer** at jobs@thekennedyforum.org and include "Digital Strategy Manager" in the subject line. Include your thoughts on why this is the right role and organization for you. **Applications without both elements will not be considered.**

The Kennedy Forum makes all hiring decisions in a non-discriminatory manner, without regard to race, ethnicity, creed, religion, color, sex, sexual orientation, gender identity or expression, age, national origin, citizenship status, military service, marital status, different ability or disability, or any other factor unlawful under federal, state, or local law.

People of color, indigenous, LGBTQ+, and individuals with lived experience of mental health and/or substance use disorders are strongly encouraged to apply.