



Job Title:	Marketing and Communications Coordinator
Position Type:	Full time
Compensation:	\$50,000-62,000

Location: Woburn, Massachusetts

Organization: NAMI Massachusetts

Organization Description: The National Alliance on Mental Illness of Massachusetts (NAMI Mass) is a statewide, nonprofit grassroots education, support, and advocacy organization dedicated to improving the lives of those affected by mental health conditions. Founded in 1982, our mission is to seek to improve the quality of life for people living with mental health conditions, their families, and their caregivers. We work to ensure that all people impacted by a mental health condition receive the support they need when they need it. We use our voices as people and families with lived experience to challenge discrimination and advocate for a more equitable and just world.

Position Summary: The Marketing and Communications Coordinator will play a pivotal role in shaping and executing our marketing and communication strategies. This position is responsible for brand development and expansion, promoting our programs and events, and managing communications with both internal and external stakeholders. Key responsibilities include strategic planning for relationship management, media communications, and issue handling. This role demands a creative and strategic thinker with strong organizational skills to effectively manage campaigns, create engaging content, and build relationships with diverse audiences.

Job Duties and Responsibilities:

- **Coordination of Communications**
 - Serves as the central access point for NAMI Mass’s communications
 - Streamlines processes for internal and external communication, including email lists, newsletters, and website content
 - Develops and enforces a style guide for consistent branding and messaging
 - Maintains a calendar of events and trainings
 - Coordinates and streamlines communications between staff, executive director, affiliates, board members, and donors
 - Provides support and training for staff, board members, and affiliates on communications
 - Oversees and updates NAMI Mass’s communication strategies, including press release plans.
 - Collaborates with staff to keep the website current and assists with content design.

- **Strategic Communications & Content Creation**

- Develops and aligns NAMI Mass's communication strategy and identifies the difference between that and NAMI National communications directives in collaboration with the Executive Director.
- Coordinates communications for key annual events, including NAMIWalks Massachusetts, Advocacy Day, and the State Convention
- Ensures resources are accessible and easy to read.
- Shares communication strategies with affiliates and evaluates campaigns using KPIs
- Disseminates information on relevant topics to stakeholders
- Develops a strategic plan to promote and expand community engagement with NAMI Mass including the 17 NAMI Affiliates, peer community and key partners.
- Aids in the planning and execution of webinars, listening sessions, policy forums, etc.
- Manages all press inquiries and helps identify who should speak to the press and preparing them for it through training, talking points, and information sharing
- Aids in drafting and disseminating action alerts to NAMI Mass's network on legislation, amendments, or other relevant announcements

- **Social Media**

- Creates relevant and unique content for multiple social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Plans and executes a consistent social media presence with monthly and yearly calendars
- Designs easy-to-read graphics for social media content related to our events, important dates, legislation, and other relevant resources or announcements
- Designs and implements social media campaigns and tracks engagement metrics
- Tracks and analyzes social media data related to content engagement, followers, etc.
- Collects and curates content from a variety of stakeholders, partners, and organizations
- Engages with our audience and other social media users to increase reach and following
- Develops a strategy for expanding NAMI Mass's social media reach

Qualifications:

- **Required Education and Experience:**

- Bachelor's degree in a related field (such as marketing, communications, journalism, etc) preferred
- 1 – 3 years of experience in marketing and /or communications in a mission driven organization preferred
- Content expertise and experience in mental health, grassroots advocacy, and nonprofits preferred
- Website design experience desired

- **Competencies**

- Strong team player with effective collaboration skills organizational spaces
- Committed to diversity, equity and inclusion and aware of how personal identity impacts this work
- Applies a culturally responsive perspective to public relations, marketing and communications
- Self-motivated, capable of working independently and as part of a team
- Maintains professionalism and positive demeanor
- Skilled in conflict resolution and constructive feedback
- Embraces a growth mindset and holds self and others accountable
- Self-reflective with a focus on continuous improvement through mentorship and learning

- **Skills**

- Strong organizational and time management abilities
- Ability to prioritize and manage multiple tasks effectively
- Detail-oriented with skills in proofreading and copy editing
- Experience in writing, social media management, video production, and social trends
- Experience in training individuals to speak to the press or to speak publicly
- Proficient in social media platforms, including Facebook, Instagram, Twitter, LinkedIn and YouTube
- Skilled in Microsoft Office 365 (Excel, Word, PowerPoint, Outlook, OneDrive, SharePoint, etc) and Google Platforms
- Experience using scheduling tools, such as HootSuite, and design programs, such as Canva
- Experience with WordPress including content creation
- Excellent writing and storytelling abilities
- Experience creating and managing social media content for businesses/organizations
- Basic video editing, photography, and visual design skills preferred

To Apply:

Please send an email to careers@namimass.org with your cover letter and resume. Applications will be taken on a rolling basis.

NAMI Mass does not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.