

MARKETING AND COMMUNICATIONS MANAGER

The Charlottesville Free Clinic believes that no one should be forced to decide between seeking medical attention and buying groceries for their family due to lack of insurance. For 30 years, the Charlottesville Free Clinic has been an open door to free, high-quality healthcare for thousands of working, uninsured and underinsured adults in our community. We fill a unique position within Virginia's health safety net.

The Free Clinic's business model combines a stream-lined staff and a robust network of volunteers. Along with our staff family practitioner, nurse, pharmacist, dentist and hygienist, some 500 local healthcare professionals volunteer their time to help us treat more than 2,000 patients every year. As a nonprofit organization, the Free Clinic raises funds from individuals, foundations, businesses, local and state government agencies and special events.

Reporting to and collaborating with the Director of Development, the Marketing and Communications Manager will be responsible for developing and executing the Free Clinic's marketing strategies; creating communications for funders, volunteers, staff and the general public; and managing public relations activities.

This is a salaried, 30 hour/week exempt position.

JOB DUTIES

Strategy

- Develop marketing and communications pieces that assist the development team in meeting its annual goals for raising funds, attracting new patients, launching new programs and cultivating community partnerships
- Create culturally competent, inclusive messaging that reflects and advances the Free Clinic's mission
- Create mechanisms to ensure consistency in the Free Clinic's brand and messaging among internal and external audiences

Fundraising

- Write foundation and agency grant proposals and reports, fundraising appeals, donor correspondences, annual reports, newsletters and other donor-facing collateral
- Create, implement, and evaluate marketing campaigns related to programs, special events, and fundraising campaigns

External Marketing

- Develop and execute strategies to introduce potential new patients to the Free Clinic
- Developing marketing and collateral material for medical and dental clinics
- Lead the strategy and generation of engaging digital content for the website, social media and email channels that leads to measurable action
- Identify trends, monitor current events and influencers to anticipate opportunities for the Free Clinic to engage in and/or lead local, regional, and/or national conversations on appropriate topics
- Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests

- Develop close partnerships with members of the media
- Represent the Free Clinic at public events as needed

SKILLS & QUALIFICATIONS

- At least three years of professional experience, including managing the communications, marketing, social media and public relations activities of a high-growth organization
- Bachelor's degree required
- Demonstrated skills, knowledge and experience in the successful development and execution of marketing campaigns, grant proposals and public relations activities
- Strong creative, strategic, analytical, organizational and personal skills, with the experience of managing multiple projects at a time
- Excellent writing and editing skills
- Experience in grant-writing
- Experience developing and implementing successful social marketing strategies
- Proven track record in developing a broad spectrum of proactive media relations campaigns and demonstrated ability to communicate effectively to diverse audiences
- Flexible and a self-starter; able to manage multiple concurrent projects while also being highly detail-oriented with an attention to quality
- Personal qualities of integrity, credibility, and a commitment to the Free Clinic's mission

This position is located within the Charlottesville Free Clinic's offices in Charlottesville, Virginia. A hybrid work schedule, mixing in-office days with remote days, is available.

To apply: send cover letter, resume, three writing samples and three references to development@cvillefreeclinic.org.