



Job Description

Job Title: Brand and Content Strategy Manager

FLSA Status: Exempt

Reports: Director of Marketing

Summary:

The Brand and Content Strategy Manager will create and execute marketing and communications programs and campaigns to inform, engage and educate all Access Health CT (AHCT) partners, stakeholders and customers. The Brand and Content Strategy Manager will lead the planning and execution of marketing and advertising efforts, which convey Access Health CT's mission, dedication to health equity, organizational values and key messaging, as well as information specific to an intended audience, while remaining in compliance with brand standards. S/he will be responsible for ensuring collaboration with and synergies between AHCT Marketing Communications, Internal Communications, Social Media, Web and Outreach teams along with vendors providing Media Buying, Creative and Public Relations services. This role reports to the Director of Marketing and supervises Marketing staff.

Essential Duties and Responsibilities:

- Working with the Director of Marketing, leads, develops, implements and executes marketing initiatives, campaigns and activities for Access Health CT and other lines of business as needed
- Assists Director of Marketing with the creation of strategies to achieve departmental and company goals.
- Responsible for bridging the content, messaging and strategy of Health Equities & Outreach department with the overall marketing and branding strategies.
- Incorporates mission, health equity and organizational values into all branding efforts.
- Communicates Access Health CT values, mission and strategy, as well as key messaging to internal and external stakeholders.
- Responsible for managing business vendors, who support advertising, media buying, creative, public relations, communications, social media and web.
- Working with the Director of Marketing, develops and manages media and advertising spend budget and forecasts.
- Leads development, execution and delivery of content across all channels to ensure quality, clarity and consistency to drive high customer/prospect engagement.
- Supervises brand content and manages access to brand assets assisting with the integration of campaigns and brand.
- Develops and maintains brand standard and usage guidelines.
- Monitors and analyzes communications, metrics and suggests improvements accordingly.
- Evaluates effectiveness of strategies and tactics, including development of program success metrics, evaluation criteria, feedback mechanisms and return-on-investment analysis.
- Stays updated on industry trends, corporate strategy and adjusts the content/message as needed.
- Leads vendor/agency meetings; manages marketing activity and content calendar.
- Other duties as required.

Staff Management:

- Maintain expenses within budget parameters
- Attend all required management training
- Encourage employee growth and development
- Review and approve timecards

- Prepare mid-year and annual performance reviews
- Meet weekly with staff and hold bi-weekly 1:1s.
- Hold employees accountable for meeting their goals
- Demonstrate the company's Values

Qualifications: The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Requires BA or BS in marketing or business or equivalent experience.
- 5+ years' experience in direct marketing to the general market with an integrated approach to both within a sales driven, direct-to-consumer environment.
- 2+ years of supervisory experience
- Agency experience preferred.
- Advanced project management skills.
- Advanced oral and written communication skills, as well as presentation skills.
- Excellent written and verbal communication skills.
- Strong research and analytical skills to forecast and identify trends and challenges.
- Ability to think creatively and innovatively.
- Bilingual (English/Spanish) is a plus.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and lift up to 20 lbs.

Work Environment: This is an in-office role 2 designated days per week or more if needed, in which the noise level in the work environment is usually moderate. 3 designated remote workdays. Requires fast-paced deadlines and is high stress at times.

Equal Opportunity and Affirmative Action Employer