**Marketing Communications Specialist**

**Company Overview:**

Action for Healthy Kids is a national non-profit organization raising the bar on the health of the whole child to extraordinary levels across the country. AFHK mobilizes educators, families, and communities to take actions that lead to healthy eating, physical activity, and healthier schools where kids thrive. We partner with dedicated volunteers-teachers, students, parents, caregivers, school wellness experts, and more-from within the ranks of our 140,000+ champions to create healthy school changes. We are committed to impacting holistic changes, focusing on serving students and families from under-resourced communities.

RMC Health believes that healthy young people are more successful in school and in life. That’s why we Partner with passionate advocates for the whole child to help them improve their practice. Every day, we provide professional learning and capacity-building that helps wellness champions transform their knowledge and skills into effective school health programs and policies, so students of every background and identity can live their best lives.

In fall 2022, AFHK and RMC Health completed a merger agreement to bring together their complementary programs and services to meet the urgent needs of America’s youth and families.

**Position Title**: Marketing Communications Specialist

**Position Location**: Remote

**Position Type:** Full-time, grant-funded through December 2025

**Classification:**  Exempt

**Reports To:** Marketing Communications Manager

**Original PD Date**: September 2024

**Revised PD Date(s)**: N/A

**Position Summary** – The Communications Specialist, under the oversight of the Communications Manager, contributes to the overall success of the organization by assisting in the execution of marketing communication strategies and coordination of digital storytelling to support the AFHK mission and advance the USDA Healthy Meals Incentives (HMI) program. This is a full-time, contractual, grant-funded position ending December 2025

**Essential Functions**

* Coordinate digital storytelling through articles, videos and blogs.
* Draft and produce communications, video scripts and content for USDA HMI program.
* Coordinate with SFA contacts to compile content for success stories.
* Collaborate with web developers to manage website content and ensure all pages and documents meet established standards.
* Develop and schedule email communications that support key initiatives and programs.
* Research, write and proofread copy as needed.
* Work with media agency consultants to coordinate projects and promote programs.
* Work with MarComms team to create strategies for social media platforms.
* Manage project timelines and materials to support MarComms team.
* Track and analyze the performance of Marcomms efforts.
* Supports the Communications Manager with project-based work related to the HMI project.
* Other duties as assigned.

**Competencies**

* Ability to work independently, performing tasks, attending meetings, and managing projects with minimal oversight.
* Ability to effectively manage multiple projects and tasks concurrently and see projects from start to completion.
* Ability to represent the organization professionally through excellent written and oral communication skills and interpersonal skills.
* Ability to manage communications channels and evaluate outcomes against quantifiable measures of success.
* Ability to pay attention to details and be thorough with work.
* Ability to work well and be flexible in a team-oriented environment.
* Ability to build and maintain mutual trust, respect, and cooperation with others.

**Supervisory responsibilities** – None.

**Education and Experience Qualifications** – The Communications Specialist shall possess the following educational and experiential qualifications:

* Bachelor’s degree in communications, marketing, health/wellness or a similar field of study.
* 3-6 years marketing/communications experience in a professional setting, with preferred experience in health and/or school nutrition communications.
* Experience within non-profits, school nutrition and/or government agencies.
* Solid foundation and knowledge of email and web communications platforms.
* Proficiency with Microsoft Office Suite and complementary computer skills.
* Proficiency with Wordpress websites and/or content management systems.
* Knowledge of Salesforce and Asana preferred, but not required.
* Demonstrated ability to produce copy and write compelling content.
* Strong verbal and written communication skills.
* Excellent analytical skills with strong attention to detail.
* Excellent time management and organizational skills.
* Must be authorized to work in the United States.

**Expected hours of work** - Hours of work are generally normal business hours, Monday through Friday.

The wage range for this role takes into account the wide range of factors that are considered in

making compensation decisions including but not limited to skill sets; experience and training;

licensure and certifications; and other business and organizational needs. Compensation

decisions are dependent on the facts and circumstances of each case. A reasonable estimate of the current hiring range is $55,200 - $64,184.

**Travel** - Minimal (less than 5%), as necessary and safe

**Work environment** - This role is remote and/or could be hybrid in Chicago. The location for this position is flexible throughout the US. This position requires reliable internet access and a dedicated workspace.

**Physical demands** - The work is sedentary and usually accomplished while the candidate is comfortably seated at a desk or table; extended periods are required. Items carried typically are light objects such as briefcases, notebooks, and data processing reports. Extensive use of computer equipment requires frequent telephone or virtual meeting activity.

**AAP/EEO**: AFHK will consider for employment all qualified applicants, including those with criminal histories, in a manner consistent with the requirements of applicable state and local laws.