**Marketing Outreach Associate Manager – HMI**

**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 Outreach Associate Manager

**Position Location**: Remote

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

**Classification:**  Exempt

**Reports To:** Associate Director, Marketing

**Original PD Date**: September 2024

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

**Position Summary** – The Outreach Associate Manager, under the oversight of the Associate Director, Marketing, contributes to the overall success of the organization by assisting in the execution of marketing outreach strategies and partner engagement to support the AFHK mission and advance the USDA Healthy Meals Incentives (HMI) program. This is a full-time, contractual, grant-funded position end of December 2025.

**Essential Functions**

* Coordinate and conduct marketing outreach strategies and partner engagement activities that support key initiatives and programs.
* Initiate and build effective relationships with partner agencies and organizations.
* Collaborate with MarComms team and media agency to plan events and projects.
* Identify and develop connections to school nutrition and district contacts.
* Develop and present program information to drive action and conversion.
* Draft and disseminate email communications to partner network.
* Research, write and proofread copy as needed.
* Manage project timelines and materials to support MarComms team.
* Track and analyze the performance of Marcomms efforts.
* Supports the Associate Director, Marketing with project-based work.
* Other duties as assigned.

**Competencies**

* Ability to initiate, build and maintain strong relationships within all levels of the organization.
* Ability to effectively present material and information to virtual and in-person audiences.
* 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 Outreach Associate Manager shall possess the following educational and experiential qualifications:

* Bachelor’s degree in business, marketing, health/wellness or a similar field of study.
* 3-6 years marketing/outreach/sales 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 preferred.
* Solid foundation and knowledge of email communications platforms.
* Proficiency with Microsoft Office Suite and complementary computer skills.
* Knowledge of Salesforce and Asana preferred, but not required.
* 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.