The Association of Schools and Programs of Public Health (ASPPH) is a 501(c)(3) membership organization located in Washington, DC that serves as the voice of accredited academic public health. ASPPH’s 35-person staff serves more than 137 academic schools and programs of public health accredited by the Council on Education for Public Health (CEPH). ASPPH’s mission is to strengthen the capacity of our members by advancing leadership, excellence, and collaboration. Our vision is improved health for everyone, everywhere.

ASPPH is committed to our core values of diversity, equity, and inclusion and actively works to integrate these core values into all elements of our work. ASPPH is an equal opportunity employer and highly encourages candidates from all backgrounds to apply, including people of color, ethnic minorities, new Americans (immigrants and refugees), LGBTQ+ individuals, people with alternate abilities, indigenous individuals, and veterans. ASPPH complies with all federal, state, and local laws providing equal employment opportunities, and all other employment laws and regulations. ASPPH maintains a work environment that is free of harassment, discrimination, or retaliation because of age, race, color, national origin, ancestry, religion, sex, sexual orientation, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.

Position Purpose

This position supports ASPPH’s goal to operate as an effective, efficient, and inclusive organization. The marketing manager contributes to the growth and strength of the organization through developing and implementing effective marketing strategies. This includes creative, digital, and analytical aspects of all marketing projects—including content creation and editing. The marketing manager is responsible for contributing to ASPPH media products such as advertisements, reports, newsletters, websites, social media, and other promotional materials. This position requires excellent written and conversational communications skills that can advance ASPPH’s External Relations and Advocacy (ERA) goals and strategies. Must be results-focused. The marketing manager will be a member of the ERA team.

Primary Responsibilities

- Plans, develops, and manages multiple avenues of marketing strategies to drive engagement
- Supports Director of Design to research, compile, and implement social media campaigns
- Supports Chief of External Relations & Advocacy with internal and external communications and media strategy and for matters related to ASPPH initiatives, crisis communications issues response, programming, public events, to promote academic public health.
- At the Direction of the Director of Design, and in coordination with Communications Director, support and produces content for communications channels – website, newsletters, social and marketing materials etc.
• Assists in maintaining internal marketing and communication processes
• Collaborates closely with graphic designer to plan, organize, and brainstorm marketing design elements
• Analyses campaign performance through monthly analytic reports
• Works to promote the ASPPH’s annual meeting, events, and initiatives.
• Supports public relations efforts to grow awareness of ASPPH advocacy and academic initiatives
• Other duties as assigned

Minimum Qualifications

• Experience developing newsletters and marketing materials
• Social media expertise, specifically with Facebook, Twitter, Instagram, LinkedIn
• Social media management tools, Hootsuite preferred
• Experience with content management systems
• Experience in email marketing platform, Pardot, MailChimp and WordPress
• Excellent oral and written communication skills
• Ability to think analytically and perform market research
• Excellent organizational and planning skills and ability to work well under pressure
• Creative and innovative thinking
• Strong attention to detail
• Familiarity with academic public health

Education

• Bachelor’s degree in relevant discipline or equivalent experience.

Additional Information

• Work Locale: The position will be based in the ASPPH’s Washington, DC office. ASPPH maintains a hybrid work environment.
• Reports To: Director of Design
• Manages/Supervises: Some supervisory responsibilities.
• Authority to Work in the US: The individual must be legally eligible to work in the US.
• Travel Requirements: The position may involve occasional travel to, and participation in, meetings related to the position’s professional responsibilities.
• Compensation: The position’s compensation level is based on industry salary surveys and the individual’s experience. ASPPH offers a generous benefits package.
• Position: Full-time, exempt position.

Working at ASPPH

As an organization dedicated to the advancement of academic public health, ASPPH promotes a healthy work-life balance for our employees. We maintain a 35-hour work week, flexible schedules, a hybrid work environment, competitive and generous health and wellness benefits, a generous PTO
program including 3 weeks of paid leave, 12 paid holidays, paternity/maternity leave, DC Family and Medical Leave, a casual attire policy, and a 403b retirement plan with ASPPH contributing after 2 years of service. ASPPH’s beautiful office is new, with ample co-working spaces. The class A building has multiple amenities, including a spa-like fitness room with access to showers and lockers, designated bike space, and in-building parking.

To Apply

To apply, submit cover letter and resume here. Applications will be accepted through 5pm ET on June 10, 2022. No phone calls please.