

Social Media and Marketing Specialist

40 hours per week

Florence, MA

Tapestry is committed to providing high quality, compassionate and community-based care to everyone in our region, including the most vulnerable. We are passionate about providing non-judgmental sexual and reproductive healthcare, syringe access and disposal, overdose prevention and education, HIV support and prevention and WIC family nutrition.

The Social Media and Marketing Specialist is a full-time professional working under the direction of Tapestry's Marketing and Communications Director to implement Tapestry's marketing and communications strategy and manage Tapestry's brand identity to build awareness of its programs and services in Western MA.

The Social Media and Marketing Specialist is responsible for a broad range of public relations activities, including internal and external communications and social media relations.

The Specialist will possess a background in multiple media forms (ie, Social, print, digital and video), and must be creative, entrepreneurial, resourceful and mission driven.

Primary Responsibilities:

Marketing/Communications Strategy:

- Work with Tapestry's Marketing and Communication Director to ensure consistent branding for the organization, broaden awareness of its programs and priorities, and increase visibility of its programs.

Marketing/Communications Operations:

- Support in the implementation and execution of annual marketing/communication plan that includes:
 - Advertising: Assist in coordination of advertising for the organization, including maintenance and generation of advertisements in print, radio, video and web-based media.
 - Social media: Generate and schedule content for Tapestry's social media platforms to help promote and engage Tapestry's target population, including clients, community supporters, and donors.
 - Informational materials: Update print and electronic marketing and informational materials including, but not limited to, event flyers, newsletters, brochures, e-newsletters, Tapestry's website, and other Tapestry communications.
 - Community events: Be aware of relevant public events, create shared events calendar to help ensure the presence of staff and/or volunteers to build Tapestry visibility in the community.
- Other responsibilities:
 - Work with and support staff in other departments to promote unified and effective messaging.

- Communicate with vendors as directed by the Marketing and Communication Director.
- Track and measure the effectiveness of the communication and marketing strategy over time via Google Analytics and Data Studio performance dashboards to build reports.
- Other marketing and/or communications initiatives as needed.

Qualifications:

- Bachelor’s Degree or significant related job experience.
- Experience with brand management/maintenance.
- Demonstrated experience managing social media on platforms including Facebook, Twitter, Instagram, Snapchat, etc.
- Video editing/production skills.
- Excellent writing/editing and verbal communication skills.
- Computer literacy in Microsoft Office, Adobe Creative Suite.
- Strong interpersonal skills, the ability to motivate volunteers and staff.
- Ability to work with diverse populations.
- Valid Massachusetts Driver’s License and access to reliable transportation.
- Support of the mission and goals of the agency.
- Knowledge of HTML coding a plus.
- Bilingual English/Spanish a plus.
- Candidate must display high degree of judgement, discretion and confidentiality due to the nature of information that they are privy to.

Working conditions:

- Based at Tapestry’s Administrative Office in Florence, MA but some travel to other sites required.
- Primary sedentary work.
- Occasional evening and/or weekend hours.

Physical requirements:

- Able to sit at a desk.
- Able to enter data into a computer.
- Able to communicate on the phone.
- Oral communication.
- Ability to lift up to 50lbs.

Direct reports:

- None

If you are interested in joining a diverse team focused on providing innovative, frontline health care, apply by submitting your cover letter and resume to resumes@tapestryhealth.org or mailing them to:

Tapestry Attn: Human Resources Dept. 296 Nonotuck Street, 2nd Floor, Florence, MA 01062

Tapestry provides a comprehensive benefits package to eligible employees, which includes: medical, dental, vision, FSA, 100% employer paid LTD/ADD/life insurance, tuition remission and an Employee Assistance Program.

Tapestry is an Affirmative Action/Equal Opportunity employ