OPEN POSITION ANNOUNCEMENT

POSITION TITLE: Digital Marketing Manager
DEPARTMENT: Communications
REPORTS TO: Director of Communications
STATUS: Full-time (37.5 hours per week), Exempt
LOCATION: San Jose

ABOUT THE ALZHEIMER’S ASSOCIATION
The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. At the Alzheimer’s Association, diversity is integral to our mission and vital to our vision of a world without Alzheimer’s disease. We seek and celebrate broad diversity in our staff and volunteers that reflects the communities in which we live and work. Founded in 1981, the Northern California and Northern Nevada Chapter operates out of its main office in San Jose, California with regional offices in 10 other locations.

EQUAL OPPORTUNITY STATEMENT
The Alzheimer’s Association is an equal opportunity employer; we do not discriminate on the basis of race, ethnicity, color, national origin, religion, age, gender, sexual orientation, marital status, military or veteran status, political affiliation, physical or mental disability, or any other characteristic protected by federal, state or local law. The Alzheimer’s Association, Northern California Northern Nevada Chapter is in compliance with the San Francisco Fair Chance Ordinance.

THE OPPORTUNITY
The person in this role will manage the Alzheimer’s Association’s digital marketing and social media efforts, with a goal of increasing awareness of Alzheimer’s disease and related dementias, and engagement with the Alzheimer’s Association. Through our chapter blog, social media channels, and online advertising, the Digital Marketing Manager will report on and publicize events, programs, services, research news, and political advocacy in support of the organization’s strategic goals. Expertise with digital marketing and social media, solid writing skills, and a Bachelor’s degree in marketing, communications, journalism or related field are required. The position is located in San Jose, CA.

ESSENTIAL JOB RESPONSIBILITIES
In partnership with the Director of Communications, the Digital Marketing Manager will hold overall responsibility for the following:

Content Creation and Curation
- Write content for alzheimersblog.org, Facebook page, Twitter account, eNewsletter, and other online properties
- Monitor the web for articles, information, and stories that relate to our mission, share them through our channels, and participate in online conversations on behalf of the chapter
Management of Social Media/Digital Properties
- Serve as primary manager for the chapter’s online channels, including Facebook, Twitter, blog, eNewsletter, Instagram and other social media
- Maintain schedule of quality content that engages our constituents and helps us meet chapter goals
- Execute paid social media and other digital marketing campaigns in support of the strategic plan

CULTURE OF COLLABORATION
- Fully engage in a culture where team collaboration is highly valued
- Work as a team to accomplish, if not exceed, organizational goals in the National Strategic Plan
- Participate in signature fundraising events
  - Walk to End Alzheimer’s staff team and personal fundraising goals
  - Work at least one Walk to End Alzheimer’s on a weekend
  - Participate in The Longest Day
- Respond to public policy calls to action & participate in advocacy days
- Enhance our culture of diversity and inclusion in all aspects of the job

KEY EDUCATIONAL/PROFESSIONAL REQUIREMENTS
- Bachelor’s degree in marketing, communications, journalism or related field
- 3-5 years digital marketing and/or social media management experience; non-profit experience a plus
- Superb writing skills
- Ability to work with diverse communities and demonstrate inclusion

BENEFITS
The Alzheimer’s Association offers a generous and comprehensive compensation, benefits, retirement savings and paid time off plans. The Alzheimer’s Association has been recognized as a top large nonprofit to work for by The NonProfit Times for eight consecutive years, 2010 – 2017. We offer a great mission and a positive, engaging work culture of cooperation, collaboration and compassion.

HOW TO APPLY
- Submit cover letter and resume to HR@alznorcal.org
- State Job# 1200 and your name in the subject line
- Use only MS Word attachments
- Please do not call regarding the status of resumes
- Qualified candidates will be contacted regarding next steps
- This position is not eligible for visa sponsorship.