

<b>Job title</b>	<i>Communications and Marketing Coordinator</i>
<b>Hours</b>	<i>Full-time</i>
<b>Location</b>	<i>Remote</i>
<b>Application Deadline</b>	<i>Until Filled</i>



American Muslim Health Professionals (AMHP) is a national nonprofit organization focused on the empowerment of health professionals seeking to advance public health, social justice, and civic engagement within their communities. Since the organization’s founding in 2004, AMHP has been at the forefront of public health and policy issues—mobilizing Muslims during the health reform debates at the start of the Obama Administration, advocating for minority and underserved communities and elevating the discussion on mental health.

**Mission:** To strengthen the impact of Muslim health professionals to improve the health and wellness of all Americans

**Vision:** To be a leader in improving public health, through efforts inspired by the Islamic tradition

### **Position Description**

AMHP is seeking a highly motivated Communications and Marketing Coordinator who will enhance our brand, market our initiatives, and build strong online communities through our various social media and web-based platforms. The Communications and Marketing Coordinator is responsible for developing, managing and executing a comprehensive communications plan that aligns with AMHP’s mission and strategic initiatives and will report to the Executive Director.

### **Essential Functions:**

- Work closely with key internal and external stakeholders to develop a deep understanding of the organization’s mission, vision, and impact, to ensure that all materials leverage the brand and communicate key messaging clearly and effectively
- Responsible for setting up a comprehensive communications plan structured on identified organizational priorities. This plan would:
  - Center the AMHP brand as the go-to resource for reliable information on public health advocacy and mental health
  - Drive target audiences to existing communication channels such as AMHP’s website and social media platforms and identify areas for additional platforms that may be utilized for communications purposes
  - Monitor metrics and analytics to track progress towards engagement goals and determine areas for improvement.
  - Establish a rapid response strategy that identifies and anticipates issues, manages crises, and supports the swift creation of statements, social media content, and effective media comments

- Develop a variety of externally and internally facing written and digital content, including but not limited to:
  - Digital communications such as e-newsletters, social media content, ensuring SEO and AMHP branding consistency across all platforms
  - Marketing materials and collateral such as donor presentations, sponsorship decks, event invitations, flyers, signage, brochures, and reports
- Develop and execute a public relations/media engagement strategy which entails:
  - Creating press releases, social media content, and media comments
  - Working with reporters to build awareness of AMHP's activities and programs. A strong list of existing press relationships is a plus
  - Writing articles, bylines, blogs and new marketing content that include compelling consumer-focused storylines, positioning and key messaging
- Support on-going updates to the website
- Leverage best practices, learnings, cutting-edge tools, promotion trends, and campaigns

### **Qualifications**

- A minimum of bachelor's degree in journalism, marketing, public relations preferred. A graduate degree in a related field is desirable
- Minimum of 3-4 years experience in marketing, communications and public relations with demonstrated success in the nonprofit sector
- A comprehensive understanding of social media marketing tools, email marketing software, web design, search engine optimization, and graphic design
- Strong creative, strategic, analytical, project and time management skills. Perform tasks with minimal supervision
- Demonstrate excellent oral and written communication skills
- Leadership, management and fundraising experience in a non-profit organization and familiarity with the health industry is an asset

Resume, cover letter, three samples of previous work (written/graphic design) and minimum-salary requirements should be submitted through [this form](#). Full job description can be viewed at [here](#)

***We apologize in advance and may be unable to respond to all applications; only candidates who meet minimum requirements will be contacted.***