



SOCIAL MEDIA & COMMUNICATIONS MANAGER

Mission

The Hepatitis B Foundation is a national nonprofit organization dedicated to finding a cure and improving the lives of those with hepatitis B worldwide. We are committed to raising public awareness, promoting prevention, providing information and support to those affected, and funding a hepatitis B research program. The Foundation created the Baruch S. Blumberg Institute, our research arm, and the Pennsylvania Biotechnology Center, a life sciences incubator. All three nonprofits are related, managed by common leadership, and located on a shared Doylestown, Pa., campus. We pride ourselves on a collegial, supportive and mission-driven environment with high professional standards.

Job Description

The Social Media and Communications Manager reports to the Director of Communications and Marketing and will support social media and communications efforts primarily for the Foundation, but also for the BSBI and PABC as needed. This is a full-time position at 40 hours per week. It is a hybrid position that will require a regular schedule of days on site.

Qualifications

- Bachelor's degree, with at least three years of experience in a communications, social media and digital design role, preferably in a health- or science-related setting; nonprofit experience preferred.
- Excellent written and verbal communication/organization skills.
- Excellent organizational skills and the ability to work on multiple projects on deadline.
- Proficiency with Hootsuite; Experience updating websites and developing written and image-based content for social media, websites, e-newsletters and press releases; strong writing skills.
- Deep knowledge of, and experience with, social media platforms; Excellent computer skills and ability to manage web and social media technology; Strong digital design skills.
- Strong interpersonal skills, ability to work collaboratively and comfortably in a fast-paced environment.

Major Areas of Responsibilities

- Manage Foundation social media platforms, including creating and scheduling messaging on a monthly basis with timely themes, monitoring statistics, generating regular reports and using data to improve outcomes and impact.
- Develop and maintain engagement through social media and other online communication strategies.
- Identify trends and opportunities to develop new content and build readership and awareness.
- Under the guidance of the Director of Communications and Marketing, update the Foundation website, including daily oversight, to showcase our programs and ensure content is dynamic and current.
- Track and develop opportunities for engagement and ensure that the Foundation and hepatitis B are appropriately active and represented.
- Assist with the development of strategic messaging for the Foundations and its sister organizations.
- Under the guidance of the Communications and Marketing Director, create and update collateral for programs, including infographics and fact sheets, event-based materials and Annual Reports.
- Gather, develop and write content for the monthly email newsletter, *B News*, and complete the layout in Constant Contact.
- Assist with writing and dissemination of press releases, print and e-newsletters.
- Assist with shooting and editing still photography and video, as needed.
- Monitor mentions in news media and social media; Report on those mentions regularly.
- Develop graphics and images for communication content; Manage internal photo/video library.



- Assist in general brand management to help create and disseminate materials according to brand standards, and document internal procedures and guidelines for staff to follow.

Additional Expectations:

- Provide general communications and marketing support for special projects.
- Remain current on hepatitis B and liver cancer news and research information as it pertains to writing and communications.
- Assist with Foundation, Blumberg Institute and Biotechnology Center events, as needed.
- A few weekend and evening hours will be necessary to fulfill program and event activities.

The Hepatitis B Foundation is an "At Will" and Equal Opportunity Employer

PLEASE SEND COVER LETTER AND RESUME TO JOBS@HEPB.ORG

3/9/23

