



Brazelton Touchpoints Center Digital Marketing Associate Job Description

Organization Overview

The Brazelton Touchpoints Center (BTC) is a mission-driven organization that offers a dynamic, team-oriented atmosphere. The organization is a leader in community research and professional development related to parent, family, and community engagement and community systems building in the US and internationally. BTC was founded over 25 years ago by renowned pediatrician Dr. T. Berry Brazelton. It is housed in the Division of Developmental Medicine at Boston Children's Hospital (BCH), a Harvard Medical School teaching hospital ranked #1 in the world for pediatric health and care. BTC develops and applies knowledge of early childhood development and family well-being to practice and policy through professional and organizational development. For more information about the center, please visit www.brazeltontouchpoints.org.

Equity, Diversity & Inclusion

At BTC, we are committed to creating a lasting community of equity, inclusiveness, and belonging. Our ongoing commitment is focused on creating practices that advance racial and social equity for the benefit of Black, Indigenous, and people of color (BIPOC), and expand upon project work related to racial equity and social justice. We engage in reflective practices to enhance equitable outcomes and reduce bias and prejudice in our partnerships with each other and the children, families, and communities we have the honor to serve. While we still have much work to do, we know that the path to racial and cultural equity is a journey — it is one that we embrace fully. The Brazelton Touchpoints Center is committed to creating learning and growth opportunities through collaborative, strengths-based, culturally-affirming approaches within its own organization and in its partnerships with all others.

Digital Marketing Associate

BTC is seeking qualified applicants for a full-time (40 hours per week) Digital Marketing Associate /Senior Program Coordinator (SPC) position to support its marketing and communications functions. Under supervision from the BTC Communications Director, the SPC will provide programmatic and strategic support to implement BTC's marketing and communications goals and strategies. The SPC will develop plans, materials, and processes to ensure key deliverables and deadlines are achieved.

Principal Duties and Responsibilities

The statements below describe the essential duties of the person assigned to this job. They are not intended as an exhaustive list of all job duties and responsibilities.

1. Manage and implement BTC's social media strategy in collaboration with senior leadership, including creating and scheduling posts and graphics, managing review processes, and tracking and reporting on social media engagement and analytics
2. Manage and implement BTC's email marketing strategy in collaboration with the Communications Director. This will include the following:
 - a. Oversee the email marketing calendar
 - b. Work with colleagues across BTC to design and craft effective email campaign messages
 - c. Manage review processes
 - d. Manage and maintain contact lists
 - e. Track and report on email marketing engagement and metrics
3. Support the Communications Director in managing and enhancing the BTC website, including developing and posting new content, editing existing content, managing the events calendar, posting images and graphics, tracking website analytics, optimizing SEO, and coordinating with external website developer
4. Manage the BTC YouTube channel
5. Provide marketing and coordination support for BTC fundraising efforts
6. Create and design marketing and promotional materials (e.g., PDF flyers, brochures, video testimonials, infographics)
7. Provide production support for BTC virtual events and trainings, as needed
8. Manage BTC image library
9. Coordinate with the professional development team to ensure marketing efforts achieve their strategic goals and objectives
10. Compose, edit, and deliver written and verbal communications to key stakeholders (internal and external), senior leadership, and associates at all levels of the organization, as needed
11. Research and write e-newsletter articles and website blog posts
12. Manage relationships with external vendors, as needed
13. Attend staff and project meetings
14. Actively contribute to staff development and internal departmental process improvement

Minimum Knowledge and Skills Required

1. Work requires the knowledge of theories, principles, and concepts typically acquired through completion of a Bachelor's degree in a marketing/communications-related field and at least three to five years of relevant experience/previous experience in digital marketing
2. Work requires tact, attention to detail, timely responsiveness, ability to work independently

and take initiative to solve problems, ability to manage multiple projects at once, and ability to interact with others

3. Work requires excellent writing and editing skills
4. Work requires experience with social media marketing, including Facebook, LinkedIn, and Twitter
5. Work requires the ability to work with diverse internal and external constituencies
6. Technically competent with various software programs and digital marketing platforms, including Microsoft Office (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite, Adobe Photoshop, Google Drive, Constant Contact, YouTube, and Zoom. Familiarity with project management software a plus.
7. Commitment to BTC mission required
8. Spanish-language proficiency preferred, and bilingual Spanish-English speakers are encouraged to apply

Please note: During a public health emergency, individuals in this role may be expected to take on additional duties to respond to organizational needs.

Application Process

To apply for the Digital Marketing Associate with the Brazelton Touchpoints Center at Boston Children's Hospital, please email: kim.netter@childrens.harvard.edu. No calls please.

BIPOC & diverse candidates strongly encouraged to apply

For more information, please visit: <https://www.brazeltontouchpoints.org>

BCH offers competitive compensation & benefits. BCH is an Equal Opportunity/Affirmative Action Employer. Position is based in Boston but currently remote due to COVID; candidates must reside in Maine, Massachusetts, New Hampshire, or Rhode Island. Qualified applicants will receive consideration for employment without regard to their race, color, religion, national origin, sex, sexual orientation, gender identity, protected veteran status or disability.