



Social Marketing Manager

Metro TeenAIDS (MTA) is seeking a professional to manage its social marketing campaign. This is a community-level intervention designed to change youth attitudes about HIV and STI testing, increase access and utilization of HIV testing by youth and enhance the capacity and expertise of HIV counseling, testing, and referral service providers serving high risk adolescents and young adults of color ages 13-24 in Wards 5, 6, 7 and 8. The position will be responsible for managing the social marketing project, which includes the overall strategy and direction of the campaign as well as maintaining partnerships with community and corporate partners. The Social Marketing Manager will supervise the Community Outreach Coordinator, who oversees the social marketing peer educators. This position will promote social marketing messages through special events; and also work to promote MTA and its programs by building relationships with the press and coordinating outreach to media. This position reports to the Director of Capacity Building.

Tasks may include:

- Develop, recommend, and implement communications strategies that increase traditional and new media coverage of the social marketing campaign
- Managing and expanding community and corporate partnerships to further the goals of the social marketing campaign, and by extension, MTA as a whole
- Managing the Community Outreach Coordinator and the overall outreach strategy for the peer educators
- Planning the design and implementation of new campaign phases; planning and implementing HIV/STI testing events
- Updating the social marketing website (www.realtalkdc.org) and associated social media with event and program information. (HTML and CSS coding experience preferred.)
- Working closely with the Program and Evaluation Manager to monitor the success of the campaign through the collection of survey data and hosting focus groups
- Coordinating activities that promote MTA and its programs, such as drafting press releases and building relationships with media (10-20% effort)
- Conducting trainings and outreach activities
- Monitoring multiple budgets from various funding sources; writing monthly progress reports

Skills / Requirements

- Knowledge of marketing, communications and social media; experience in implementing social marketing
- Excellent writing, proof-reading, communication and speaking skills; excellent attention to detail
- Ability to implement social media and Internet-based outreach; experience facilitating focus groups and trainings
- Knowledge of HIV/AIDS issues in Washington DC
- Experience supervising staff; proven ability to multi-task and meet firm deadlines

Other information: All candidates must agree to a background check. Salary Range: \$40,000-50,000.

To apply: Email cover letter, resume and a one page creative critique of the REALTalk DC social marketing campaign to Isaiah Webster (iwebster@metroteenaid.org). All materials should be in PDF format. Only candidates selected for an interview will be contacted. No phone calls.