

## Marketing Manager Remote

### OUR PURPOSE

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is a not-for-profit membership organization that promotes the health of women and newborns. Our mission is to empower and support nurses caring for women, newborns, and their families through research, education, and advocacy.

### POSITION SUMMARY

Do you excel in creativity and multitasking? Are you known for your high energy and dynamic approach? If you are seeking a **fully remote, contract-based marketing and communications opportunity through December 2026**, our **Contract Marketing Manager** role may be the perfect fit.

The Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) is seeking a contractor who can translate marketing strategies into effective tactics that drive results. In this role, you will increase utilization of key offerings—including AWHONN journals, online education, and the annual convention—while supporting membership recruitment, retention, and product sales.

This position requires a strong creative writer with solid technical aptitude and comfort working across multiple marketing platforms. The ideal candidate can quickly learn new systems, effectively leverage digital tools, and brings a strong understanding of social media and digital marketing to execute and optimize campaigns.

### DUTIES AND RESPONSIBILITIES

- Use targeted, multichannel communications to create awareness, build engagement and increase revenue in educational product lines.
- Create, update, and evaluate website content to include key words, SEO, analysis, and direction to improve AWHONN's ranking in organic search results.
- Demonstrate awareness of emerging marketing trends and leverage new marketing tactics as appropriate.
- Write and edit marketing copy, when appropriate, and collaborate with graphic design team for campaign execution.
- Drive brand visibility in key markets and collaborate with AWHONN staff to conduct periodic gap analyses to maximize marketing efforts.
- Manage implementation of website updates such as landing pages, banner ads and content marketing to support marketing campaigns.
- Develop, implement, and improve on marketing operations processes to continually improve efficiency and effectiveness of department.
- Collaborate with AWHONN team members to integrate outreach where appropriate and relevant.
- Responsible for supporting staff or volunteers exhibiting at designated events and, when necessary, staffing the booth.

- Coordinate with marketing team and other stakeholders to plan and develop media outreach and digital marketing.
- Manage AWHONN's video platform, use basic video editing tools to add captions, logos and titles, and coordinate video management efforts among departments.
- Add and manage products in the AWHONN store.
- Perform other duties and responsibilities as assigned.

### **STAKEHOLDER COMMUNICATION**

Interfaces with AWHONN staff and vendors and others outside the organization to obtain and give information. Contacts involve giving and obtaining information to plan and coordinate activities.

### **SUPERVISION**

The Marketing Manager reports to the Associate Director, Marketing & Communications. This is a tactical role requiring a high degree of creativity, discretion, and latitude.

### **QUALIFICATION REQUIREMENTS**

- At least 5+ years of association marketing experience
- Strong ability to align the association's look and feel into AWHONN's marketing materials across platforms
- Creative thinker, willing to take risks, finds new ways to accomplish goals and think in nontraditional ways
- Demonstrated ability to work collaboratively and establish and maintain effective lines of communications with colleagues, consultants, and vendors
- Demonstrated ability to remain flexible, manage multiple priorities and stay highly organized especially with high volume, numerous details and often under tight deadlines
- Outstanding organizational and creative skills
- Continually motivated to succeed and improve

### **HOW TO APPLY**

Please submit your resume, cover letter, and desired salary to [marketing@awhonn.org](mailto:marketing@awhonn.org).

### **FLSA CLASSIFICATION**

This position is classified as exempt under the Fair Labor Standards Act and is not eligible for overtime pay. We are proud to be an EEO/AA employer M/F/D/V.

*AWHONN provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*