

LET'S TALK PUBLIC HEALTH

JOB POSITION DESCRIPTION

Position: Chief Marketing Officer

Period of Performance: September 1, 2023 - December 31, 2023

Type: Part-Time (5-10 hrs/week)

Compensation: \$30/hour

Location: Remote

Posted: August 1, 2023

About Us

[Let's Talk Public Health](#) is a remote-work, digital-first consulting company based out of Washington, DC. Since our inception, we've aimed to build skills, inspire new thinking, and explore innovative methods for public health communication and marketing. We provide resources, products, and services to help public health students, professionals, and organizations to effectively and creatively engage and interact with people around public health topics and issues.

Position Summary

Let's Talk Public Health is looking for an independent contractor to fulfill the part-time role of chief marketing officer (CMO). As CMO, the contractor would oversee and implement Let's Talk Public Health's advertising and marketing strategies and campaigns; supervise the relevant work of interns, fellows, and other contractors; and assist with client projects as needed. We are looking for someone with exceptional strategic and creative communication abilities and strong research and analytical skills—someone who is passionate, eager to learn, a go-getter, and able to successfully lead a dynamic team.

Responsibilities

- Collaborating with the CEO to identify, develop, and execute marketing and advertising strategies that align with the Let's Talk Public Health goals
- Collaborating with and overseeing interns, fellows, and other consultants to create and implement integrated marketing campaigns, manage brand positioning, and enhance customer experience
- Overseeing market research, analyzing consumer trends, engaging target audiences, brand storytelling, and content marketing across Let's Talk Public Health channels
- Monitoring marketing performance, analyzing data, and making data-driven decisions to optimize marketing efforts
- Staying updated on industry trends, particularly commercial marketing trends and fostering innovation to drive strategies for Let's Talk Public Health and its clients

- Collaborating closely with the CEO, interns, fellows, and other consultants to support potential, ongoing, and new client projects, as needed

Qualifications

- A bachelor's degree in public health, marketing, communications, public relations, or a related field
- Certifications/specializations and work experience of two or more years in communications and marketing in the field of public health or health care
- Excellent written and verbal communication skills, with the ability to adapt communication styles to different audiences
- Demonstrable experience in conducting research for, developing, and implementing data-informed marketing communications strategies and plans
- Demonstrable experience in project management, including managing and supervising people
- Solid understanding of [integrated marketing communications](#), [the PESO model](#), [content marketing](#), and [search engine optimization](#)
- Ability to apply marketing models and techniques over digital and non-digital channels, including email (e.g., MailChimp, Constant Contact), social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn, TikTok, YouTube), paid advertising (e.g., social media ads, online search ads), content marketing (e.g., blog posts, infographics, eBooks), public and media relations (e.g., press releases, editorial pitches), and events and tradeshows
- Proficient in word processing and office software (e.g., MS Office, Google Workspace), graphic design tools (e.g., Canva, Photoshop), video production tools (e.g., iMovie, CapCut, Quik), content management systems (e.g., Social Sprout, Buffer, Hootsuite), website building and hosting platforms (e.g., Drupal, Buffer, WordPress), analytics tools (e.g., Google Analytics), and other marketing and communication software and platforms
- Equipped with a reliable computer, high-speed internet connection, and the necessary software/tools for virtual work
- Located in the Washington, DC metropolitan area (preferred, but not required)

Application Instructions

- To apply for the position, please complete the following form:
<https://forms.gle/r3TmplmeRNgdHriH8>

Let's Talk Public Health



www.letstalkpublichealth.com



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We're all about equal opportunity. All applicants will be considered without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.