



TITLE: Marketing Integrator
EMPLOYMENT TYPE: Contractor
WORK HOURS: 20-30 hours a week (potential to grow)
LOCATION: Remote
REPORTS TO: Associate Director of WithAll
DESIRED START DATE: ASAP

About WithAll

WithAll is 501(c)(3) committed to supporting those recovering from an eating disorder through living-expense grants for treatment. But supporting recovery is not enough. We must prevent eating disorders from developing in the first place. Through our What to Say initiative, with you, WithAll fiercely works to prevent eating disorders and inspire well-being by providing simple, accessible tools that help people act. It must be simple, and it can be. To learn more about us and what motivates us, visit <https://withall.org/who-we-are/>

About What to Say

What to Say is an initiative of WithAll on a mission to equip adults with actionable resources to help prevent eating disorders in kids. By creating free e-book guides, email series, articles, and social posts for adult role models of kids, What to Say provides principles and tips to help adults stop diet and weight talk and incorporate simple practices to help kids develop healthy relationships with food, body, and exercise. Learn more and access our resources at <https://whattosaynow.org/>

Position Summary

We're looking for a passionate, driven, and digital-savvy crusader to help us use the power of modern media for good! Are you someone with a knack and passion for creating digital content? Do you desire to use modern media channels to drive meaningful engagement and make a positive impact?

In collaboration with our strong, in-house team, you will further develop the WithAll voice, broaden our reach online, and create and optimize content that will drive more and better engagement across our communities.

The marketing integrator leads, integrates, and executes on marketing activities for the organization's What to Say initiative, ensuring reach goals are met, brand identity is consistent in all materials, and all deadlines are met. This position is responsible for ensuring marketing tactics within the marketing plan are executed and identifying what interventions are needed to hit annual goals. **Working as part of a team you will have support with some of the project execution, but this is not a position for only those who want to advise or strategize. This is about getting your hands dirty to have real, direct impact through hard work.**

Responsibilities

Management

- **Accountable for developing and executing on marketing tactics to hit reach, sign up and survey response goals. If tactics are not hitting goals, identify, recommend, and execute interventions to hit goals on time.**



- In partnership with the Associate Director, manage additional team members, to hit reach goals on time including Google Ads grant administrator, and website developer and designer, and others as needed to hit marketing goals.
- In partnership with the Associate Director and Marketing Assistant, create, manage, and help execute on strategic project plans with SMART goals and clear ownership to hit quarterly and annual reach and impact goals.

Communications & Writing

- Plan, draft or/and oversee all external communications of What to Say– ensuring timely delivery and accuracy of messages (emails, websites, social media, advertisements, guides).
- Write copy for integrated marketing campaigns, content marketing articles, and new product releases (i.e.- Creating prevention guides for parents and writing copy for marketing campaigns to promote it).

Execution

- **Digital Marketing Campaigns:**
 - In collaboration with the WithAll management team and digital partnerships agency, identify strategic goals and direction of digital marketing campaigns and create overarching campaign copy for use on various platforms and work plans to execute.
 - Work with the Executive Director to create sponsorship proposals to fund new WithAll products and ensure all benefits to the sponsor are fulfilled through the digital marketing campaign for the product.
- **Social Media:**
 - Create content for Instagram, Facebook, and Twitter to ensure content is posted via Sprout Social.
 - Monitor and respond to WithAll's social media community to support our users and encourage engagement.
 - Using Phantom Buster, send Direct messages to a followers of affinity brands promoting our products and pledge.
 - Provide needed support to the digital partnerships agency to solicit and fulfill strategic partnerships with digital influencers..
- **Email Marketing:**
 - Create and send a monthly newsletter to all What to Say users in sync with digital marketing campaign goals.
 - Send additional emails as identified.
- **Content Marketing:**
 - For each campaign, create or delegate the creation of two content marketing pieces to promote WithAll products each campaign. These pieces could include blog posts, online quizzes or other tactics as identified by WithAll management.
- **Website:**
 - Ensure What to Say's website is functioning, and content is current and accurate.
 - Work with a web designer and/or developer to create landing pages for marketing campaigns as needed.
 - Work with web developer to fix any web issues in a timely manner.
- **Google Ad Grants:**
 - Work with Google Ad administrator to utilize as much of the \$10,000 Google grant



each month as possible; testing new messages and audiences in line with marketing campaigns and product launches.

- **Reporting & Evaluation:**
 - Work with the marketing assistant and evaluation volunteer to track performance of marketing campaigns and report recommendations to WithAll management to improve future performance.

Skills and Experience

- A passion for WithAll's mission to prevent and support recovery of eating disorders.
- Evidence of motivation to build and grow a digital social impact campaign into something that improves hundreds of thousands of lives – freeing kids and adults from shame and confusion about food and body.
- Exhibits the attributes of an [EOS Integrator](#).
 - Demonstrates a high degree of initiative in owning and leading activities to meet goals.
 - Excellent organizational and project management skills; ability to plan, organize, track, direct, and execute work to achieve goals.
- Experience with marketing through digital channels and leveraging them to grow program reach.
- Strong writer with experience writing content for the digital tactics outline above (writing samples may be requested during interview process).
- Experience and willingness to execute on the “nitty gritty” –even when the work is “below your paygrade”
- Experience managing marketing campaigns.
- Experience managing contractors and consultants.
- Digitally savvy, with ability to quickly learn new tools and problem solve.
- Experience with MailChimp, Form Assembly, WordPress, Sprout Social, Google Analytics and Salesforce desired.

To Apply, fill out the online application at <https://withall.org/do-social-good/>