



Marketing & Communications Manager

Description

The [Home Care Association of America \(HCAOA\)](#) is seeking an experienced Marketing and Communications Manager. Founded in 2002, HCAOA is the unified voice of the home care industry, representing nearly 4,000 in-home care agencies that employ more than 1 million caregivers across the United States. HCAOA supports member agencies through advocacy, education, and research.

Primary Function:

The Marketing and Communications Manager plans, develops and manages the association's entire marketing, branding, and communications strategy to advance the mission of the organization and its members, as well as increase the visibility and significance of home care among members and the public.

Major Duties and Responsibilities:

- Develop content, write, design and distribute *The Home Care Insider*, HCAOA's weekly e-newsletter
- Oversee content and production of *The Voice*, HCAOA's twice-annually magazine
- Assist HCAOA State Chapters in promoting their membership and activities
- Plan, implement, track, and analyze all member and external marketing campaigns for HCAOA initiatives, events, conferences, partnerships, and other programs
- Develop, and implement all website, social media, and other marketing communications strategies, including direct mail, email, and publications
- Maintain consistent brand messaging across all media and platforms to maximize presence
- Develop marketing budget necessary to achieve the strategic objectives of the association
- Create and maintain communications calendars, marketing plans, and best practices for all marketing programs

Required Skills and Qualifications:

- Flexible and highly adaptable to take on new or changing priorities
- Ability to problem-solve, think creatively and strategically, meet deadlines, budgets, and prioritize multiple tasks and projects
- Strong writing skills, organization skills, attention to detail, proofreading and editing skills, some graphic design experience
- Proficient with Adobe Creative suite, Canva, or other graphic design resource
- Knowledge of web content management systems (Memberclicks or equivalent CMS) preferred



Education and Experience:

- 10+ years of progressive experience working in marketing and communications, preferably in an association or healthcare organization
- Bachelor's degree, preferably in marketing, communications, business, or healthcare; master's in business, marketing, or communications a plus

Benefits

This position offers a competitive salary with exceptional benefits that include a 401(k)-retirement plan, paid time off, medical, dental and vision insurance plans, life and short- and long-term disability insurance.

Location

This position is remote. The association is based in Washington, DC, with chapters located throughout the U.S. Some travel is required.

To Apply:

Please send a cover letter, resume, writing and/or design samples, and salary requirements to jennifer@hcaoa.org by 5 p.m. ET on January 21, 2022. Please note: your application must contain all required materials to be considered.