



## Job Description

**Date:** January 22, 2019  
**Title:** Marketing and Communications Specialist  
**Location:** Boston, MA

Capital Link is seeking an experienced marketing/communications professional to help develop and implement the firm's marketing strategies, including providing content development and design expertise. This position supports the firm's mission of strengthening community health centers—financially and operationally—in a rapidly changing marketplace. The position is full time and based in our Boston, MA office.

This position reports to the Director of Marketing, Communications & Development, and is responsible for providing a broad range of marketing and communications support, including: promoting, managing, and tracking our webinar, conference, and training schedule; drafting, editing, and designing client reports and resource publications in collaboration with Capital Link staff; developing promotional content about our products and services for our website, email marketing, blog, and social media posts; implementing email outreach strategies; and developing conference materials.

The position requires a proven track record of effectively implementing and tracking the results of marketing communications plans and tactics. A minimum of 2-4 years' experience in marketing and communications (writing, editing, graphic design, website content development, social media) is required. A Bachelor's Degree in Communications or Marketing, and experience working in a non-profit organization is preferred. Knowledge of the health care industry and funding/financing sources and terminology is helpful. Familiarity with Adobe design software programs, email marketing services (i.e., Pardot), website content management systems (i.e., Joomla!) is a plus. The position may involve some travel (10%) to industry conferences and events.

As an entrepreneurial non-profit organization, Capital Link provides exceptional opportunities for growth to its staff members. This position offers the unique opportunity to gain experience in many different areas within marketing, communications, and development – and more. We offer a competitive salary and benefits package. The possibility of working some days from home can be considered. The complete job description is available at [www.caplink.org](http://www.caplink.org).

Interested candidates should send a cover letter, resume, salary history, and salary requirements to [hr@caplink.org](mailto:hr@caplink.org).

**No phone calls, recruiters, or staffing firms please!!**

\*\*Capital Link is an Equal Opportunity Employer and considers applicants for all positions without regard to race, color, age, sex, sexual orientation, religion, veteran's status, military status, creed, physical or mental handicap/disability or national origin.