

Job Title: Senior Marketing Manager

Status: Full-time

About the Opportunity

We are seeking a **Senior Marketing Manager** to join our team in the prevention education publishing industry. This role is integral to our marketing strategy, driving program and service adoption through innovative campaigns, strong client engagement, and strategic planning. Ideal candidates will have experience working with schools, community organizations, and agencies to align solutions with their needs and our mission.

Key Responsibilities

- Develop and execute targeted marketing strategies to promote prevention education programs and services to K-12, Higher Education, and Community-based organizations.
- Create compelling campaigns and content to drive engagement, lead generation, and program adoption.
- Build and nurture relationships with key stakeholders to tailor marketing efforts to their needs.
- Oversee conferences, events, webinars and presentations
- Identify growth opportunities in priority markets and implement initiatives to expand program reach.
- Collaborate across teams to ensure aligned messaging and achieve organizational goals

Qualifications

- Bachelor's degree in marketing, communications, education, or a related field (or equivalent experience).
- 4+ years of success in marketing prevention education or health and wellness programs.
- Proven ability to develop and execute impactful, multi-platform marketing campaigns and create compelling materials, including brochures, catalogs, and other collateral.
- Proficiency with email marketing tools (e.g., Constant Contact, etc.) and CRMs
- Strong interpersonal, writing, and communication skills combined with experience managing social media platforms and newsletters.
- Experience developing marketing collateral materials such as fliers, brochures, and catalogs.
- Self-motivated and results-driven, with a passion for health, wellness, and prevention, and a collaborative approach to teamwork.

Location and Travel:

- Hybrid: In-office as required and remote. Travel is required for conferences and events.

Benefits:

- Comprehensive benefits package
- 401(k) with employer match
- Paid holidays and paid time off

Interested candidates should email a cover letter and resume to:

Human Resources Manager (HR@nhpamail.com)