

## **Communications and Marketing Manager**

The St. Louis Psychoanalytic Institute (STLPI) seeks an energetic and innovative individual to join their team as the Communications and Marketing Manager.

### **Our Mission**

The Mission of the Institute is to advance psychoanalysis and psychoanalytic thought through training, treatment, education, and research to benefit the mental health of our diverse community.

### **Why Work for STLPI**

This is a full-time position, requiring 37.5 hours per week

Medical, Dental, Vision coverage

Ability to work remotely over 60% of the time.

Seven paid holidays annually in addition to vacation, sick, and personal time as well as the week off between Christmas and New Year's Day.

Work with a small but mighty team who would love to learn and grow from your knowledge, skill, and abilities.

### **The Role**

The Communications and Marketing Manager drives engagement as part of an integrated marketing and communications strategy created by you, for STLPI. This position plays a vital role in maintaining, monitoring, and evaluating the organization's use of existing social media channels and marketing messages to grow our presence and positive connections with key audiences. The Communications and Marketing Manager is an expert in the quickly changing landscape (trends and practices) within Twitter, Facebook, Instagram, YouTube and other new and developing social media forums with the goal of growing our influence across existing and new channels.

The Communications and Marketing Manager is responsible for the creating and implementing the annual marketing plan for the organization with the incorporation of social media and public relations into this plan.

### **Responsibilities**

Create compelling, engaging video and written content to promote STLPI.

Develop, execute, and evaluate social media engagement strategies to strengthen understanding and support STLPI.

Form a robust network of professionals from various stakeholder groups within the Institute and the alumni of the Institute to function as content contributors to be used

as part of our overall social media, marketing, and communication engagement strategy.

Create and manage content provided by guest contributors.

Create and build social media connections within the psychoanalytic and psychodynamic community.

Designs, gathers, and manages the production of all external print publications.

Designs and manages the Institute website and online registration forms

Creates strategic and targeted marketing messages for recruitment of students and candidates.

Creates strategic and targeting messages for recruitment of attendees for all community education courses.

Creates strategic and targeting messages to engage donors of the Institute.

Helps to establish STLPI as a thought leader in the St. Louis community and beyond.

### **Knowledge, Skills, & Abilities**

A communications professional with demonstrated experience driving social media engagement, social media marketing and digital ad marketing campaigns, an influencer in online forums and blogging.

Excellent writer and editor, with proven success in producing compelling and readable copy appropriate for targeted audiences and channels. Experience in videography, photography, and podcasts, including editing photos and videos for online distribution, posting and publication.

Experience using social media applications to strategically build awareness, knowledge, and affinity among key audiences.

A subject matter expert who can educate internal audiences about social media trends, tools, and programs.

Experience with traditional internal and external communications and public outreach and public relations

Ability to establish goals and measure marketing, communications, and social media effectiveness.

**Education / Experience**

Bachelor's Degree required in communications, journalism, public relations, or other relevant field required.

Two to Five years of relevant experience required

Experience working in the mental health field would be a plus!

The St. Louis Psychoanalytic Institute is committed to providing an Equal Employment Opportunity experience for all employees and applicants.