Social Media and Communications Associate

The Anxiety and Depression Association of America (ADAA) seeks a creative and passionate full-time social media and communications associate with 3+ years of experience. The associate will join a growing, collaborative team of progressive thinkers, and will have the opportunity to work closely with senior-level staff on important projects for this mental health nonprofit.

Key Responsibilities will include:

• Executing ADAA’s existing social media strategy for Twitter, Facebook, LinkedIn, Instagram and Hootsuite. This includes drafting both copy and creative in Canva, uploading to Hootsuite, and monitoring proactive engagement on all channels.
• Updating ADAA.org website content.
• Drafting and disseminating email marketing for ADAA’s key public and professional member audiences.
• Developing and collaborating with the team for bi-monthly e-newsletters.
• Conducting research and leading monthly brainstorm on best practices for increasing social engagement.
• Recording, editing, and posting ADAA’s member and public-facing webinars for the website and YouTube.
• Engaging with ADAA’s two peer-to-peer online support communities.
• Developing and pulling social media and communications reports.
• Creating and editing short in-house videos, podcasts, and reels for our website and online channels.

Desired Skills:

• A minimum of three years working in professional social media, communications, or marketing fields.
• Bachelor’s degree in a relevant field (i.e., marketing, communications, digital communications, or related field).
• Experience working in and facility with Hootsuite, Facebook, Twitter, LinkedIn, Instagram and Canva — YouTube is a plus as is experience with InDesign, Photoshop/Adobe Acrobat
• Comfortable and willing to learn new business technologies—a CRM database, email-marketing platforms, video editing, Zoom, Drupal, and Informz.

Job Type/Location: The full-time position is salaried at $60,000 per year. ADAA offers a healthy work-life balance and a comprehensive/robust benefits package which includes: 11 vacation days, the week off between December 25th-Jan 1, Thanksgiving, and the day after, all federal holidays, two days off after the annual conference, 13 sick days, and summer early Friday closings (between Memorial Day and Labor Day.) ADAA also offers medical/dental benefits (ADAA covers 85% of this cost for the employee only), a Simple IRA with a 3% company match, a collaborative team environment, and opportunities for personal growth and professional development.

*Note: The ADAA office is located in downtown Silver Spring, MD. All staff are expected to work in the office two days a week and attend our annual conference.
ADAA seeks a candidate to start employment on or around February 1, 2023. To apply, send a resume to Lise Bram: lbram@adaa.org by January 15, 2023. Applications must include two writing/communication/social media portfolio samples. ADAA does not pay relocation costs.

About ADAA
ADAA is an international nonprofit organization dedicated to the prevention, treatment, and cure of anxiety, depression, OCD, PTSD, and co-occurring disorders through education, practice, and research. ADAA focuses on improving quality of life for those with anxiety, depression, OCD, PTSD, and co-occurring disorders through education about the disorders. ADAA helps people find treatment, resources, and support. More than 11 million people visit ADAA’s website each year - from across the globe. ADAA promotes scientific innovation and engages a diverse network of basic and clinical anxiety and depression researchers and providers encouraging the implementation of evidence-based treatment. These commitments drive ADAA’s promise to find new treatments and one day prevent and cure these disorders.

www.adaa.org

Diversity and inclusiveness have been and continues to be a core value of the Anxiety and Depression Association of America (ADAA). ADAA condemns all forms of racism and promotes equal rights for all. Our commitment to be a culturally diverse membership organization is founded on the principle and practice of prohibiting discrimination based on race, color, religion, national origin, disability, sex, age, sexual orientation, marital status, personal appearance, gender identity or expression. ADAA recognizes, supports, and values the inclusion of diverse groups and views in all parts of the association. ADAA recognizes the strength and improved decisions that result from participation in association programs, leadership, committees/taskforces, and staff of diverse individuals from a wide range of organizations. As such, ADAA embraces diversity and inclusiveness as a core value.