Job Title	Creative Strategist
Job Location	Columbus, OH; We are currently a hybrid workplace.
Job Status	Full Time
Main Areas of Focus	Creative Strategy, Social Media, Program Support
Company Overview	Walk with a Doc (WWAD) is a non-profit organization that inspires communities through movement and conversation with physician-led walking groups around the world. These walks are fun, safe and free. Walks follow a simple format: the physician gives a short presentation on a health topic and everyone walks at their own pace with the opportunity to interact with the healthcare provider. It's a simple, sustainable healthcare solution with the aim to make hope and health accessible to all. With a lean team, we support Walk chapters in over 550+ communities, but we are just getting started. Destined for this, we are looking for a new teammate to share our passion to help everyone enjoy the benefits of movement and camaraderie.
Job Description	The Creative Strategist will develop and implement strategic marketing and communication plans to effectively inform and promote WWAD's mission. Create a comprehensive marketing and communication strategy to elevate the brand and story of WWAD throughout the world. Responsible for managing and growing social media platforms, Assist the Program Manager in launching Walk chapters. The Creative Strategist will report to the Director of Engagement.
Responsibilities	● **Digital Strategy:** Manage brand to continue to align with the mission. Assist the Director of Engagement with development of marketing strategies to enhance brand/mission awareness (i.e. recruitment campaign). Execute marketing campaigns. Write/edit organization material. ● **Social Media**: Stay apprised of the ever-evolving social media platforms and manage WWAD's Facebook, Instagram, Twitter and LinkedIn presences. Monitor and create content (written and visual) to communicate WWAD's mission, facilitate meaningful engagement, and increase channel growth. Ensure communication is on brand and effectively conveys the passion, timeliness and benefits of WWAD's efforts. Manage and execute paid social media advertising strategies. ● **Creative Program Support:** Provide ongoing support and marketing tactics to help existing Walk chapters thrive.

	● **Events/Fundraising:** Provide social media content, creative/marketing, and additional support as needed for fundraising events, annual appeals and annual report. Support event creation and execution (ie National Conference) including sponsorship opportunities and collateral. ● **Miscellaneous:** Participate in general office duties: meetings and other similar administrative activities.
Skills and experience	● Self-starter with the ability to work independently ● Team player ● Organized and adaptable, with the ability to manage and prioritize multiple projects at once ● Demonstrable social media experience (social media analytics and advertising experience preferred) ● Excellent written and interpersonal skills ● Creative design (experience with graphic design software preferred) ● Experience with Google Analytics, Meta Analytics, Email Marketing and Google Adwords preferred.
Required Qualifications	● Love of fellow human ● Bachelor's degree with 1-3 years relevant work experience ● Communication skills ● Proficiency in Microsoft Office software including Word, PowerPoint and Excel ● Comfortable learning new technology systems ● Graphic design
Benefits	● Salary Range: $40,000-45,000 ● Retirement: Annual SEP employer investment after 1 year of employment, 3-6% ● Vacation: 2.6 weeks paid vacation (3.25 weeks after 1 year), 8 paid holidays and annual paid leave from Dec 24 - Jan 1. ● Location: Columbus, OH preferred with current flexibility for remote work.
How to Apply	● Email resume and cover letter to Rachael Habash at rachael@walkwithadoc.org