



Job Opening

Creative Media Manager

SUMMARY

As Creative Media Manager for the BNMC, you'll play an integral role on a dynamic team of talented professionals who collaborate to plan, create, and execute a robust communications strategy for a not-for-profit organization committed to furthering growth & economic development within our community.

This full-time position supports and executes the BNMC's strategic communications and marketing goals in partnership with the greater team. Seeking a passionate, highly-motivated self-starter with experience generating compelling visual content to effectively tell BNMC's story to a variety of audiences.

- Designs & implements digital and print media campaigns with a specialization in video production, photography, and graphic design
- Creates branded social media and print pieces, internal and external communication materials such as marketing materials, signage, flyers, brochures, and message boards
- Manages BNMC's websites and social media handles, including Facebook, Twitter, YouTube, Instagram and LinkedIn.
- Tracks, analyzes and reports out digital media metrics, including activity on the website, in social media, podcasts, videos, etc.
- Provides creative solutions to the team's communications needs.
- Highly creative and analytical with experience in identifying target audiences and devising digital campaigns
- Keeps up-to-date on the latest social and cultural trends and best practices in online marketing, communication, and measurement
- Other duties as assigned
- Position reports to the Director of Communications & External Affairs

REQUIREMENTS

BNMC is a team environment that fosters intelligent risk-taking to build a community of change makers & develop innovations that advance our city. Core values any member of the BNMC team must embrace include:

- Work with purpose
- See possibilities, not problems
- Be a catalyst for change
- Teach, learn from & respect each other
- Be positive and passionate

- Work on behalf of others
- Be inclusive, collaborative, and entrepreneurial

QUALIFICATIONS & SKILLS

- Minimum of a Bachelor's Degree required with coursework in Digital Media, Graphic Design, Communications, Marketing or closely related areas preferred
- 5+ years of relevant work experience
- Strong working knowledge of SEO/SEM, utilizing Google Analytics, Facebook Business Manager, Twitter Analytics, etc. to determine hits, impressions, audience demographics, etc.
- Strong technical knowledge of Adobe Creative Cloud including Photoshop, Illustrator and InDesign. Proficient in video editing software such as iMovie or a Final Cut Pro and familiar with video production equipment such as DSLR, lighting, sound recording, etc.
- Must be familiar with content management systems, particularly WordPress.
- Demonstrated interest and experience in working with diverse audiences
- Ability to develop and maintain strategic partnerships
- Experience presenting to groups and leading meetings
- Willingness to work flexible hours which may include evenings and/or weekends, as appropriate
- Communicate effectively through oral, written and visual channels (including social media)
- Plan and organize work responsibilities according to priorities developed with the immediate supervisor

ABOUT THE BNMC

The Buffalo Niagara Medical Campus, Inc. (BNMC) is the umbrella organization created in 2001 by the institutions located within the Medical Campus to address shared issues and opportunities. The BNMC is led by a dynamic team dedicated to driving positive change in our community through collaboration and urban revitalization. We support regional development beyond the Medical Campus boundaries as well as the opportunity to enhance diversity and inclusion.

Our organization fosters conversation and collaboration among our member institutions, their 15,000 employees, and the community; coordinates activities related to sustainable planning, development and enhancement of our 120-acre space; and works to create a distinct, innovative environment that provides opportunities for entrepreneurship and innovation.

BNMC, Inc. is an equal opportunity employer. Interested and qualified individuals from underrepresented populations and/or who live within a 1-mile radius of the Medical Campus are encouraged to apply.

Please send a cover letter and resume to employment@bnmc.org. Deadline is December 15, 2017. No calls, please.