



HHB Marketing Associate

The Opportunity: Have Her Back (HHB) is growing our team. And we are looking for an ambitious, driven, self-starter to help build and amplify our HHB brand as our Marketing Associate. Through owned, earned and shared mediums, you will serve as the voice for HHB. The right addition to our team will oversee social media, website, email marketing, business development and identification of - and insights for - diversity, equity and inclusion news, trends and changes happening in culture. If you thrive in an exciting, fast-paced environment where you're working every day to create a world that is more equitable for all, this is the perfect opportunity for you.

About Have Her Back: We are a women-owned and women-led culture consultancy working with brave companies to tackle equity for all, differently and authentically. Have Her Back takes companies from good intentions to intentional action with creative ideas designed to change behaviors and drive impact. Our collective superpower is helping companies meet culture's demand for 100% Authenticity. We eliminate the gap between a company's internal culture and external perception; with the power of creativity to inspire action, the strength of culture to achieve impact and the influence of communication to drive change.

What it's Like to Work at HHB: As we strive to do work that helps change companies and societies for the better, the one-word we use to describe working at HHB is "mission-driven." We all share a passion for - some might even call it an obsession with - creating equitable opportunities for all historically excluded groups to have success in her/his/their respective organizations and lives. As a growing start-up we work intentionally to ensure Have Her Back's culture continues to authentically reflect our mission. As an example, Have Her Back was created -- and is run -- by working parents. So when we say there is "work-life integration" we live it.

Primary Duties & Responsibilities

Marketing:

- Support HHB marketing strategy
- Design content, visuals and aesthetics for marketing efforts
- Identify speaking and thought leadership opportunities for HHB team members
- Build brand equity through unique and relevant voice

Social Media:

- Plan, strategize and execute all social media content
- Create monthly content calendars
- Scan for relevant opportunities
- Design posts for all social media platforms
- Engage with others, build following, grow network
- Update social media analytics spreadsheets at EOM
- Track followers first thing each Monday

Website:

- Maintain up-to-date content on HHB's website, promote on social, track analytics and create monthly reports

"HHB Brief":

- Compile content for weekly DEI newsletter
- Design bi-weekly newsletter and distribute via marketing platform
- Promote on social media

DEI Insights:

- Scan the news & social media first thing each morning to compile a daily update to send to the entire team - this will include anything relevant to our clients and their industries

**Business Development:**

- Investigate new business leads and people who contact HHB - whether it be a potential client, journalist or other business partnership inquiries
- Create executive summaries for dissemination ahead of meetings with background on the company and the individual
- Identify new business opportunities

Design / Presentation Support:

- Design slide decks and proof other decks for visuals/content
- Brainstorm creative ideas for clients

Media Relations:

- Maintain media contact list
- Proactively look for story/feature opportunities for HHB

Awards:

- Propose individual and team awards programs for HHB to enter
- Lead completion of award submissions

Knowledge, Skills & Abilities:

- Minimum of one year of marketing experience, ideally in professional services
- Proactive, forward-thinking. Rarely needs hands-on direction on tasks, but rather gets out ahead of every opportunity, anticipating what's next
- Uses voice to share ideas, questions and concerns
- Passionate about identifying, understanding, propelling Equity For All in the workplace
- Responsive and punctual to all HHB and client communication
- Works quickly and efficiently, communicates proactively on work progress
- Excellent interpersonal, organizational, communication and client management skills
- Strategic thinker; problem solver; provides unique solutions
- Results-oriented, with ability to accomplish project and team goals
- Ability to work effectively -- empathically -- with others
- Innovative, with ability to generate and execute self-directed initiatives
- Proven ability to anticipate and respond to issues by using sound judgment and diplomacy
- Flexible and open to change, comfort with the unknown and being a self-starter
- Proficient in MS Office applications, G Suite, Adobe Creative, Project Management software tools

“OTR” Life Experience: We know that many of your most character-building experiences -- where resilience, grit and grace were required to persevere -- do not show up neatly on a resume. So, we want to hear some of those “OTR” (“off the resume”) moments for you. In order to be on the HHB team, EQ (Emotional Intelligence) is not a nice-to-have...it's a must. So, show us your EQ.

Compensation & Benefits: HHB offers competitive pay commensurate with experience. Our benefits include paid time off, a generous paid holiday schedule, Medical Insurance, 401(k) Retirement, Company paid Life Insurance, Company paid short-term and Long-Term Disability, and Technology allowance. Location: Chicago area preferred.

Next Steps: If this opportunity sounds like a dream job for you, please email Recruiting@haveherback.com. In the SUBJECT line of the email, please include “Marketing Associate Position” and send us your resume and any other links or assets you feel compelled to share. We can't wait to meet you.

A Not-So-Fun Fact: We know research tells us that while men apply to jobs when they meet an average of 60% of the criteria, women -- and people who belong to other historically excluded segments of the population -- tend to only apply when they feel they've checked every single box. If you are unsure that you've checked every box above, but you think you have what it takes to enhance Have Her Back as we grow our team, we want to hear from you. We'd love to talk and determine together how you can make our incredible team even stronger.