

## Marketing and Design Lead

**Location: Chicago, IL - Hybrid**

### **Who We Are:**

Artesian Collaborative is changing the world by changing how we relate to ourselves, our workplaces, and our communities. Founded in 2017, we set out to create a business that could bridge the gap between mental health and organizational success by taking clinical resources outside of the therapy space and into our world, equipping individuals and organizations to transform tension or pain into growth.

Our team of skilled mental health professionals offers a variety of services, including individual, couples, and family therapy alongside training in the workplace from Fortune 100 companies to small businesses and nonprofits.

We believe that when we tackle challenges in the workplace with the support of mental health professionals, we build healthy communities and organizations that impact and transform the world. As an organization, we provide diversity equity and inclusion, stress management, and emotional health training services and are looking for a candidate who is interested in honing their skills in bringing the rich resources of emotional and behavioral health into the workplace and broader community. As a Marketing and Design Lead, you'll play a pivotal role in driving our growth and shaping our brand strategy. You'll be responsible for developing and executing effective marketing campaigns, managing our digital presence, and ensuring consistent brand development across all channels.

### **Who You Are:**

You're a marketing maverick with a track record of proven success building brands. You're not just a marketer; you're a catalyst for growth who can build our brand and help us reach new heights. You have a unique ability to create compelling narratives that resonate across audiences. You have an eye for design and the skills to execute across platforms. You're a data-driven decision-maker who can leverage analytics to optimize campaigns and achieve results. And most importantly, you're driven by a desire to empower individuals and organizations to unleash their full potential.

### **What You Will Do:**

- Build and execute a comprehensive marketing strategy aligned to organizational goals. Conduct market research to identify target audiences and understand their needs. Develop key performance indicators (KPIs) to measure marketing effectiveness.

- Create and execute targeted marketing campaigns across various channels, including social media, email, and content marketing.
- Manage and optimize our digital presence, including our website, social media channels, and email marketing campaigns. Implement SEO strategies to improve organic visibility.
- Develop and design high-quality marketing content, including presentations, pitch decks, videos, blog posts, and social media posts. Collaborate with subject matter experts to develop compelling narratives. Create best practices and resources for content creation.
- Create branded marketing materials using design tools like Adobe Creative Suite, Canva, and Opus. Ensure consistency with our brand guidelines.
- Track and analyze marketing performance data to identify trends, measure ROI, and optimize campaigns. Provide insights and recommendations for improvement.
- Work closely with cross-functional teams, including clinical staff, leadership, and operations, to ensure effective marketing execution and alignment with organizational goals. Foster a collaborative environment and build strong relationships within the team.

### **Your Qualifications:**

- You have earned a Bachelor's degree in Marketing or Communications, or you have related experience or have previously worked in the Health and Human Services.
- You have a minimum of 5 years of experience executing marketing campaigns to a B2B or direct-to-consumer audience.
- You have a strong ability to build relationships with subject matter experts (SMEs) and interview them effectively to gather insights and expertise for marketing campaigns.
- You have experience building out marketing strategies that are aligned with outbound sales strategies, helping to generate leads and drive revenue.
- You have demonstrated a proven track record of creating and executing successful digital marketing campaigns across multiple platforms, including Instagram, Facebook, YouTube, and LinkedIn.
- You are comfortable across design and production tools (e.g., Adobe Creative Suite, Canva, Opus).
- You have proven experience turning high-level concepts into easy-to-understand narratives with clear calls to action.
- You are highly organized and efficient, capable of prioritizing tasks, meeting deadlines, and managing multiple spreadsheets, relationships, and projects simultaneously.

- You are a CRM wizard with in-depth experience using a CRM system and marketing automation tools like HubSpot to drive efficiency and optimize marketing efforts.
- You are familiar with the mental health and wellness landscape.
- You have navigated corporate environments or serviced corporate clientele.
- You are impact-driven and passionate about making a positive difference through your work.

### **Compensation And Benefits**

- Hybrid Work Options
- Generous PTO Policy
- Flexible Work Hours
- 401K, 4% match on eligible contributions
- Health Insurance Coverage
- Dental and Vision benefits
- Short-term/Long-term Disability
- \$300 Professional Development

### **Working at Artesian:**

We are committed to building a diverse, inclusive, and equitable workforce and strive to ensure that all employees and applicants are treated fairly, regardless of race, color, national origin, gender, age, disability, religion, sexual orientation, gender identity, or any other characteristic protected by law.

We are committed to providing a work environment free from discrimination, harassment, and retaliation.

### **To Apply:**

Complete this Interest Form: <https://forms.gle/6c4yTktytdjQRkFRA>

(This form includes instructions for emailing your cover letter, resume, and portfolio.)