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## Evoke KYNE Job Role: Manager, Digital New York City

Evoke KYNE is an award-winning communications agency that harnesses insight, experience and creativity to advance health and wellbeing around the world. We were founded on the belief that communication is a powerful health intervention. Our team is passionate and committed, with deep experience working across sectors to make real differences in health. We love what we do, we live what we do, and we truly believe in what we do.

We are currently seeking a Digital Manager to join our growing team. The successful candidate will be a passionate digital strategist with hands-on digital marketing and communications experience.

Evoke KYNE employees share a passion for making a difference in health, both locally and around the world. We value curiosity, collaboration and a creative working environment. We work hard, play hard, and give back to our community. Based in New York, this is an exciting opportunity to join a fast-paced, growing global company. This position will be remote until further notice.

### KEY RESPONSIBILITIES:

#### **Client Partnership:**

- Assist in the formulation of digital strategies that build lasting digital connections improve healthcare experiences while delivering on client objectives
- Collaborate with internal stakeholders to deliver results for clients (Life Science, Biotechnology and Public Health) within all aspects of digital marketing, communications and digital transformation. Actively serves as day-to-day client digital communication support on your assigned accounts
- Support the development of integrated digital programs that complement and enhance the broader tactical mix for partner and brand marketing and communications across sales/fundraising, marketing and communications channels
- Collaborate with colleagues to set and maintain KPIs with clients and account team peers for digital communications workstreams. Assist in the production of regular and ad-hoc reports to support strategies and create actionable insights
- Help integrate data-driven communications techniques across the business – garnering deep user needs and behavioral insight, building informed user journeys, creating compelling industry-leading content and helping clients deepen engagement with target audiences across existing and emerging channels
- Translate data and analytics into actionable insights, providing recommendations to improve outcomes and optimising campaigns to meet client objectives
- Develop plans, implement, monitor and report on digital paid media buys across social and search platforms
- Support development of weekly/monthly cross-channel content calendars for clients
- Maintain and support client website development and content as required.
- Contribute to the creation of new business research, pitch presentations and proposal documents

#### **Initiative & Flexibility**

- Utilizes data to drive agency recommendations and idea generation
- Understands key issues to be considered when making decisions

- Demonstrates initiative and resourcefulness and works through issues independently in as much as possible
- Proactively seeks out professional development opportunities, skillset growth
- Able to seamlessly flex between teams / management styles

### **Effective Communication**

- Ensures accuracy of all written projects, including grammar, fact-checking and referencing documents as needed
- Encourages and responds to feedback from manager and team members
- Takes opportunities to lead in client interactions to further develop client communication skills

### **Teamwork & Leadership**

- Effectively partners with account teams to meet client needs, with a focus on digital strategy and execution
- Displays an ongoing willingness to gain knowledge and make significant contributions to the team
- Demonstrates initiative and resourcefulness and attempts to work through issues collaboratively or independently as appropriate
- Demonstrates flexibility in working across teams and ability to adapt to project needs, different team working styles, etc.
- Works closely and collaboratively with junior team members, serving as a role model and helping to mentor and provide direction on assignments as needed
- Actively supports company values and an inclusive culture

### **EDUCATION & EXPERIENCE:**

- Minimum four (4) years' communications, marketing or health related experience with a minimum of two (2) years' experience within a similar digital communications or digital marketing role
- Bachelor's degree, preferably in communication, marketing, business or related health / science field
- Excellent understanding of digital marketing concepts and best practices
- Passionate about digital marketing with strong understanding of digital media, including social media platforms, mobile, data, content and storytelling trends
- Experience supporting successful digital and social campaigns. Experience with social media strategy, content creation and campaign management – paid and earned initiatives
- Hands-on experience with mobile, web or email marketing not required but an advantage
- Constant curiosity in the digital space – striving to understand existing and emerging digital channels and tactics, learn more about what drives engagement and add value for healthcare stakeholders today and in future
- Self-motivated with a 'can do' attitude and the ability to work and thrive in a fast-paced, dynamic environment
- Knowledge of basic software – Excel, PowerPoint – and experience with digital content creation and collaboration tools – Slack, Hootsuite, Box, Trello, Canva, etc.
- Understanding of online/social research and analytics platforms such as Hootsuite, Sprinklr, Buffer, Buzzsumo, Meltwater, Keyhole, Klipfolio, Hubspot, Google Analytics, Mixpanel, etc.
- Confident with digital data, able to guide analytics projects and derive meaningful insights that can inform the strategic approach and yield hyper-targeted, high impact communications strategies
- The ability to work on one's own initiative and as part of a team
- Experience in health communications across a diversity of sector types (public, private, and non-

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profit) is a plus

- Excellent organizational, communications and interpersonal skills
- Photoshop and creative production/design skills/experience a plus

Evoke KYNE is an equal opportunity employer and does not discriminate against employees or qualified job applicants on the basis of actual or perceived race, religion, creed, color, sex, pregnancy, age, national origin, ancestry, ethnicity, citizenship, disability, genetic information, veteran status, marital status, familial status, sexual orientation, gender expression or identity status as a victim of domestic violence, stalking and sex offenses, or any other status protected by applicable federal, state or local law.