Marketing & Communications Manager

What is Oasis?
Oasis is a national nonprofit organization based in St. Louis, dedicated to enriching the lives of adults aged 50 and older through lifelong learning, health and wellness programs, and meaningful community engagement. For more than 40 years, Oasis has been a leader in reducing social isolation and fostering connection by offering dynamic classes and activities—from arts and history to technology, fitness, current events, and volunteer opportunities. With seven locations and a presence in over 200 communities across 47 states, Oasis works in partnership with more than 800 organizations nationwide. Our national office, St. Louis Oasis, not only delivers high-impact programs locally but also provides strategic and operational support to Oasis Centers across the country. Joining the Oasis team means being part of a mission-driven organization that is redefining aging—empowering older adults to stay curious, active, and connected.

Oasis and BJC HealthCare: A Unique and Valuable Partnership
Although Oasis became an independent nonprofit organization in 1998, our roots with Barnes-Jewish Hospital (BJH) run deep—and our partnership remains strong. Through a long-standing agreement, Oasis Institute staff based in St. Louis are employed by BJH and fully integrated into the BJC HealthCare System. As a result, Oasis team members enjoy access to BJC's comprehensive benefits package, including health, retirement, and wellness programs. Oasis reimburses BJH for 100% of employee salary and benefits, ensuring a seamless and fully funded employment model. Beyond this structure, Oasis is proud to serve as a strategic partner to BJC's Community Health Improvement (CHI) department. Together, we deliver impactful programs for older adults across the BJC service area, with a focus on advancing health equity in underserved communities.

Please note: Candidates interested in this position will be directed to apply through the BJC HealthCare System's online job application portal.

Purpose
St. Louis Oasis seeks a strategic and mission-driven Marketing and Communications Manager to support the Director of Marketing and serve as a critical link between organizational strategy and day-to-day execution. This role leads marketing and communications efforts that drive participant acquisition and retention, strengthen brand awareness, expand community engagement, and advance Oasis' mission.

The Marketing and Communications Manager will oversee the planning, execution, and evaluation of integrated marketing campaigns, digital engagement strategies, event promotion, and community outreach initiatives. This position also provides direct supervision and guidance to the Community Outreach Coordinator, ensuring alignment between outreach activities and organizational goals.

Salary Range: $55,000–$70,000

Key Responsibilities

- **Drive Participant Acquisition and Engagement:** Develop and implement targeted marketing campaigns to increase awareness, enrollment, and engagement across Oasis programs, classes, events, and community initiatives.
- **Lead Digital Marketing and Communications:** Oversee the creation, execution, and performance of digital marketing initiatives, including email marketing, social media, paid advertising, search marketing, website content, and online engagement strategies. Additionally, optimize digital presence with SEO-focused strategies and content.
- **Elevate Storytelling and Content Development:** Create compelling content that communicates Oasis' mission and impact across multiple channels, including blogs, testimonials, and staff stories.
- **Manage Brand Integrity:** Ensure the quality, consistency, and effectiveness of all consumer-facing communications through proofreading, editing, content review, and adherence to brand standards.
- **Collaborate Across the Organization:** Serve as a liaison between the marketing department and internal teams, ensuring coordinated communication efforts and successful project execution. This includes collaboration with other Oasis centers across the country.
- **Lead Email Marketing Efforts:** Manage organizational email marketing strategies, audience segmentation, list management, campaign performance analysis, and reporting.
- **Support Events and Community Engagement:** Partner with program teams to plan, promote, and support organizational events, community outreach efforts, and participant/volunteer engagement initiatives.
- **Oversee & Support the Community Outreach Coordinator:** Provide day-to-day supervision, coaching, and professional development for the Community Outreach Coordinator while fostering a collaborative and results-oriented environment.
- **Measure Impact and Report Results:** Develop regular reports and dashboards to evaluate campaign effectiveness, participant acquisition efforts, digital engagement, and marketing return on investment.

Additional Qualifications and Attributes

- **Strong Collaboration and Project Management:** Demonstrated ability to work effectively across teams and departments while managing multiple projects, deadlines, and priorities with clarity and focus.
- **Innovative and Strategic Thinking:** Brings fresh ideas and creative solutions to enhance campaigns and engagement strategies, with a proactive approach to continuous improvement.
- **Adaptability and Positivity:** Maintains focus on key objectives during times of change and approaches challenges with a calm, solutions-oriented mindset, contributing to a resilient and optimistic work culture.

Required and Preferred Qualifications

Required

- Bachelor's degree, preferably in marketing, business administration or related field
- 5+ years of experience marketing
- Strong understanding of marketing principles and digital marketing strategies
- Strong analytical skills and experience with reporting dashboards including GA4, MailChimp, and WordPress e-commerce

- Excellent verbal and written communication skills
- Ability to work independently and collaboratively in a fast-paced environment
- Excellent time management and organizational skills, with the ability to manage multiple projects
- Experience managing social media channels for a brand
- Knowledge and experience with email marketing best practices

Preferred

- Experience creating strategic and creative briefs for campaign development
- Copywriting experience or interest in content writing
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premier, and InDesign) and/or Canva
- Strong understanding of design principles, including layout, typography, color theory, and branding
- Experience working with a print shop and packaging files for print

Benefits:
Comprehensive Medical, dental, vision, and Life Insurance
Annual 4% Automatic Retire Contribution
401(k) w/ Employer match
Paid Time Off benefit combines vacation, sick days, holidays, and personal time
Opportunity to work from home and in-office

To Apply:
As described above, employees of The Oasis Institute are leased from Barnes-Jewish Hospital, part of the BJC HealthCare organization. The BJC job description for the St. Louis Oasis Marketing and Communications Manager is DIFFERENT from the Oasis description. The difference is for clerical purposes only to meet the requirements of BJC's HR system.

The Oasis Marketing and Communication Manager's role will not interact with BJC hospital staff despite what the description on BJC's site states. If interested in this position, please submit your resume and complete the online application through BJC's online portal by clicking on the following link:
https://jobs.bjc.org/jobs/112144?lang=en-us