



Assistant Director Advancement, Communications

Status: Full Time, Exempt

Salary: \$46,347 – \$59,700

About The Milk Bank:

The Milk Bank (TMB) is a nonprofit human milk bank dedicated to combatting infant mortality. TMB provides Pasteurized Donor Human Milk (PDHM) for premature and ill infants across the Midwest via Neonatal Intensive Care Units (NICUs), hospital inpatient units, and outpatient programs. The Milk Bank strives to ensure that every child has access to safe, lifesaving human milk and is committed to helping more infants celebrate their first birthday.

Our Values & Culture:

The Milk Bank is a fiercely mission-driven organization that strives to be unwaveringly inclusive and uncompromising champions of science and safety. Each team member understands how work culture shapes daily experiences, influencing how we collaborate, communicate, and approach challenges. Successful team members value integrity, customer service, courageous communications, and have a problem-solving orientation, and a positive, growth-oriented mindset.

Position Overview:

Every infant, family, and milk donor that The Milk Bank reaches has a story, and this role exists to help tell it. With a mission as urgent as ours, storytelling is not just a strategy, but a lifesaving tool. Under the supervision of the Head of Advancement, this position is a creative engine responsible for leading content creation, digital marketing, and outreach strategies in alignment with organization branding. Critical focus is on increasing organizational visibility, specifically cultivating milk donations, financial donations, and public trust.

Content creation and storytelling

- Develop and maintain a content calendar aligned with fundraising campaigns, awareness moments, educational opportunities, and key milestones; monitor and assess performance to make adjustments as necessary in partnership with the Head of Advancement.
- Lead development of The Milk Bank's organizational narrative, ensuring a consistent and compelling brand voice across all channels.
- Research, write, and produce original content including impact stories, milestones, campaign narratives, blog posts, email copy, scripts, and social media content.
- Manage and regularly maintain The Milk Bank story and asset library.

- Partner internally and externally to surface diverse, authentic stories representing the full breadth of The Milk Bank's impact and the communities it serves.

Print and Digital Marketing

- Own end-to-end management for The Milk Bank's website including content, SEO optimization, and user experience.
- Manage all social media channels including content creation, scheduling, community management, partner collaborations, and paid strategy.
- Design and deploy email marketing campaigns, donor newsletters, and automated email journeys.
- Manage and optimize Google Ads including keyword strategy, ad copy, landing page alignment, and compliance reporting.
- Oversee development and production of print materials including annual reports, event collateral, brochures, and donor communications; maintain inventory of materials deployed and ROI.
- Establish reporting or dashboard tracking reach, engagement, conversion, open rates, website traffic, audience growth, and KPIs.

Operations and Team Collaboration

- Communicate in alignment with accreditation and compliance standards.
- Manage marketing-related budget; make recommendations for allocations according to performance and ROI.
- Assist other areas of the Advancement team as needed, such as fundraising, volunteer management, community outreach, and media.

Required Professional Characteristics:

- Exceptional writing and communication skills, with a demonstrated ability to translate complex or emotional subject matter into accessible, compelling content for differing audiences.
- Strong creative instincts balanced with analytical rigor.
- Comfortable managing multiple projects and deadlines with a proactive, solutions based, and organized approach.
- Collaborative, feedback-receptive, and eager to grow.
- Welcomes other duties as assigned.

Experience and Education:

Bachelor's degree in communications, marketing, journalism, public relations, or a related field, plus 2–4 years of relevant experience in content creation, digital marketing, or brand communications. Preferred experience includes nonprofit or healthcare communication; proficiency with Google Ads, CRMs, video production, and Canva.

Salary Transparency:

In an effort to increase equity, The Milk Bank lists salary ranges. Most new hires begin at an entry salary level between starting and the 25th percentile. As salary negotiations tend to have an unfair bias, the organization does not typically participate in negotiations outside of this range. Ranges are reviewed bi-annually and benchmarked against regional salary surveys as well as living wage indicators. Salary is one element of a robust compensation philosophy.

STATUS	DATE	RESPONSIBLE
Revised	7/2026	FLK
Revised	5/2024	FLK
Original Date	03/01/2023	JS