

## JOB DESCRIPTION

### Communications and Content Specialist

Department: Customer Engagement

Reports to: Executive Director, Customer Engagement

#### GENERAL DESCRIPTION:

Responsible for increasing our organization's brand awareness and perception as a thought leader, through developing content and communications used in both the retention of current clients and recruitment of new ones. The person in this role will lead writing projects and marketing campaigns, develop and execute content, identify communication opportunities and drive public relations.

This is a hands on position; equal parts strategic and doer/tactical. The person in this role will be expected to formulate, manage and execute projects from start to finish, including tracking and reporting results.

The person in this role is responsible for developing a communications strategy and evaluating its performance, and supporting product and services marketing efforts; including but not limited to:

- Developing and maintaining a variety of written and visual content in a range of styles (news, social, company forms, training materials, sales support and email marketing, etc.) for various internal and external communications to further employee, current customer and potential customer engagement and business development goals;
- Building upon the organization's history and reputation, by ensuring effective media coverage;
- Recognizing PR opportunities in the news and other business journals and set up outreach plans;
- Managing all aspects of a robust (1200+ materials), on demand, digital knowledge base; including content creation, maintenance, and administrative tasks related to functionality;
- Executing promotional and educational videos, organization of communications for various events and trade shows, and production of targeted email campaigns;
- Development and delivery of campaign monitoring, reporting and analytics;
- Applying various digital analytics and media tracking tools to generate reports on progress of work on the website and social channels;
- Optimizing all outwardly-facing content to increase our online visibility on Google and other search engines;
- Executing of overall strategy to improve online presence to support business growth;
- Digital marketing and automation;
- Detailed Planning and executing of assigned projects and tasks;
- Ensuring all appropriate internal personnel are adequately informed of campaigns and are provided necessary instructions and materials in a timely manner;
- Planning organizational promotional and advertising communications projects such as electronic, print, and special events to execute parts of the marketing plan;
- Promoting brand awareness to current and prospective clients;
- Creating and maintaining consistent corporate brand/image across the organization.

**MINIMUM REQUIREMENTS:**

- Bachelor's degree in communications, marketing or relevant field;
- Minimum of 3-5 years' experience in a similar role;
- Healthcare insurance industry experience strongly preferred;
- Familiarity with Hubspot strongly preferred;
- Must have experience in creating copy for email campaigns, print, direct mail, social posts, etc.;
- Must have experience in creating email landing pages and applying tracking mechanisms;
- Proven experience managing branding and marketing campaigns for B2B or B2C;
- Knowledge of, and ability to write and edit in AP style;
- Is mission-driven and ready to make a significant impact to grow and scale business;
- Outstanding written and verbal communication skills with the passion, patience and ability to explain and educate about complex topics;
- Ability to multi-task and work well under pressure;
- Self-motivated, highly detail-oriented, collaborative and passionate about details;
- Ability to work cross-functionally with different internal clients.