

Communications and Marketing Coordinator

Reports to: Director of Client Services

JOB DESCRIPTION

MyHealth Access Network

MyHealth Access Network is a 501(c)(3) non-profit healthcare information exchange. MyHealth allows interoperability between the different electronic health records throughout our state. By allowing each healthcare facility to submit patient records to one central location MyHealth Access Network is able to present all of an individual's health records viewable in one location. Enabling for improved patient care, and a more efficient use of resources. MyHealth also uses this data to provide social need screening, track quality measures, provide alerting to the providers, and work with community organizations to improve social determinants of health.

MyHealth and its stakeholders also recognize the need to coordinate care with many different agencies, catering not only to a person's physical health but to all the social determinants of a more healthful life. Our organization believes in the 5 rights of health information: Right patient, right provider, right information at the right time in the right setting. We believe in the individual right to privacy and security and we value a healthy community.

Job Overview

The Communications and Marketing Coordinator will play a pivotal role in managing and enhancing MyHealth's brand reputation through effective communication and marketing strategies. This position will focus on coordinating communication tools external at the local and national levels while identifying external communication opportunities. The successful candidate will be responsible for developing, integrating, and implementing a wide range of public relations activities. The role includes the creation of marketing materials (brochures, videos, promotional items), website management and content development, social media engagement, grant and donation appeals, media relations, newsletters, annual reports, and various marketing initiatives. Strong strategic thinking and planning skills are essential for this role.

Primary Duties:

- Develop and implement comprehensive communication and marketing plans to enhance MyHealth's visibility and relationships.
- Create and maintain brand standards to ensure consistent messaging and visuals across all MyHealth materials.
- Conduct training sessions and provide guidance on brand standards and communication best practices.

- Oversee communication operations, including website management, media interactions, and content production.
- Prioritize media opportunities and prepare supporting materials for presentations.
- Collaborate on the creation of promotional content, including videos and testimonials.
- Generate engaging content and strategies for MyHealth's social media platforms.
- Work closely with the sales team to develop effective marketing campaigns.
- Assist with trade shows and other marketing events.
- Contribute to internal employee relations initiatives and organize employee events.
- Manage internal and external training materials to educate staff, partners, and stakeholders.
- Track and report relevant ROI metrics, including lead generation, media coverage, and web traffic.

Skills, Knowledge, and Abilities:

- **Strategic Planning:** Proficiency in developing strategic communication and marketing plans to align with the organization's mission and goals, as well as the ability to adapt strategies based on evolving needs.
- **Communication:** Proficient in written and oral communication with the ability to engage effectively with stakeholders, showcasing professionalism and utilizing appropriate communication tools. Demonstrated knowledge of media and public relations strategies.
- **Content Creation:** Strong skills in creating compelling written and visual content for various platforms, including websites, social media, newsletters, and promotional materials.
- **Marketing Expertise:** Possesses a strong understanding of marketing principles and their practical application to drive organizational goals and brand awareness.
- **Graphic Design:** Basic knowledge of graphic design principles and tools to collaborate with designers and maintain consistent branding across materials.
- **Social Media Management:** Proficiency in social media management tools and strategies for maximizing engagement and reach on various social platforms.
- **Digital Marketing:** Familiarity with digital marketing techniques, including email marketing, search engine optimization (SEO), and online advertising.
- **Passionate Engagement:** Capable of conveying a deep passion for MyHealth through diverse communication and marketing channels, underpinned by a comprehensive grasp of marketing and communication disciplines. Skilled in delivering high-quality work in a cost-effective manner that reflects the mission and vision of MyHealth Access Network.

Education/Experience:

- Bachelor's degree (BS/BA) in Communications, Marketing, Public Relations, or a related field.
- Non-profit experience is preferred.
- Proven track record of effective interpersonal skills and exceptional written communication abilities.
- Demonstrated experience in planning, creating, editing, and producing various communication materials, including newsletters, press releases, annual reports, marketing literature, and digital content, including video production. Samples of previous work will be required.
- Proficiency in email marketing and marketing automation technology, with specific expertise in Salesforce Marketing Cloud and Pardot.
- Proven experience in social media planning, content creation, and editing.

- Demonstrated creativity and self-motivation with the ability to work effectively both independently and within a collaborative team.
- Proven ability to manage multiple projects simultaneously, meeting deadlines and delivering high-quality results.
- Excellent verbal and written communication skills, with a keen attention to detail and a commitment to maintaining the organization's brand and messaging consistency.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, fax machines, paper binders and paper cutters. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit; stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee is required to lift a maximum of 30 pounds.

Position Type/Expected Hours of Work

Some flexibility in hours is allowed, but the employee must be available during the “core” work hours of 8:30 a.m. to 5 p.m. and must work 40 hours each week to maintain full-time status. Travel Occasional - travel may be required in support of customers, local and statewide.

Other Duties

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. The following are always expected:

- Comply with employee handbook
- Be prompt and on time
- Communicate clearly
- Treat others with respect
- Maintain confidentiality where appropriate
- Be honest and open with questions, concerns and feedback for others