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## Marketing Communications Specialist

**Department:** Marketing and Communications

**Reports to:** Marketing Communications Manager

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The Society of Hospital Medicine (SHM) is a national non-profit organization, representing over 17,000 hospitalists and the patients they serve. Hospital medicine is the fastest growing medical specialty in modern healthcare, focused on the delivery of comprehensive medical care to hospitalized patients. SHM is dedicated to promoting the highest quality care for all hospitalized patients and overall excellence in the practice of hospital medicine through quality improvement initiatives, diverse education offerings, advocacy and research.

SHM's home office is located in Philadelphia's vibrant Spring Garden neighborhood, just north of Center City, near both parking and public transportation. SHM's culture embraces collaboration, innovation and a strong entrepreneurial spirit. Successful employees are comfortable with rapid change within healthcare, proactively solve problems, enjoy a fast-paced approach and thrive on interacting with diverse teams.

SHM's employees drive strategic growth, program management and customer service across the organization by creating and sustaining innovative, member-centric programs across its key program areas. These including SHM's live and digital educational offerings, practice management initiatives, advocacy efforts and more. In addition, SHM's unique Center for Quality Improvement drives improved patient care by spreading evidence-based quality improvement interventions and developing leadership skills and knowledge through key partnerships with national organizations, foundations and industry.

### JOB SUMMARY

The Marketing Communications Specialist is an integral part of the Society of Hospital Medicine's (SHM's) Marketing & Communications team. The Marketing Communications Specialist plays a key role in developing and amplifying the messages of SHM's brand, key programs, services, events and other offerings. The ideal candidate will be a strong writer and collaborator who will ensure brand compliance and consistency of voice across multiple channels, including social media, email, website and print collateral. This role is primarily responsible for copywriting and editing, reporting on SHM and hospital medicine in the news media, assisting with media relations and developing SHM's weekly e-newsletter, SHM Rounds.

### DUTIES AND ESSENTIAL JOB FUNCTIONS

As Marketing Communications Specialist, you will:

- Write and copyedit key messages for SHM's marketing and communications channels, including email, web, print collateral, SHM's monthly newsmagazine, *The Hospitalist* and more

- Compose press releases as needed on initiatives, news and announcements from SHM and high-profile research from the *Journal of Hospital Medicine*
- Manage day-to-day organic social media engagement strategy and tactical implementation across Facebook, Twitter, LinkedIn, YouTube as part of SHM's social media team
- Identify opportunities to increase social media engagement and increase followers across all social platforms and identify creative ways to use social media
- Curate high-quality content for SHM's weekly member e-newsletter, SHM Rounds, that highlights important news for hospital medicine professionals while incorporating key SHM messages for its products and services
- Monitor and report on healthcare and mainstream media news coverage relevant to the hospital medicine movement
- Assist with content development and management for SHM's website
- Measure and report on the effectiveness of the execution of tactics; collaborate with the rest of the SHM Marketing & Communications team to assess metrics
- Other duties as assigned

## **QUALIFICATIONS**

We prefer candidates who have:

- A bachelor's degree in a relevant field, such as, but not limited to, marketing, communications or public relations
- 3-5 years of professional experience
- A strong writing and copyediting background with the ability to develop compelling key messages
- An interest in today's dynamic healthcare sector, especially hospital care, public health and quality improvement
- Proven project management and collaboration skills
- Experience in social media management
- Knowledge of video editing a plus

## **SHM OFFERS:**

- Competitive compensation package
- High-energy, business casual atmosphere
- Opportunities for leadership, professional development and career advancement

Interested candidates should send a resume, cover letter including salary requirements and writing sample(s) to: [hr@hospitalmedicine.org](mailto:hr@hospitalmedicine.org)

SHM is an Equal Opportunity Employer and does not discriminate on the basis of race, gender, ethnicity, religion, sexual orientation, national origin, age, physical or mental disability, or veteran status.