

Position Title: **Marketing Specialist**

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Reports to: Senior Marketing Manager

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### **JOB SUMMARY**

The Marketing Specialist position exposes qualified candidates to a full range of marketing responsibilities to increase membership engagement.

The Society of Hospital Medicine (SHM), a nonprofit membership association, is the largest organization in the nation representing hospitalists and the practice of hospital medicine. It is our mission to promote the highest quality care for hospitalized patients while providing opportunities and support to hospitalists. We are committed to enhancing the practice of hospital medicine by promoting education, research, and advocacy.

SHM provides ongoing education and industry updates through its publications *The Hospitalist* and *Journal of Hospital Medicine*. SHM also provides a forum for professional networking and education through its annual meeting and events. Located in Philadelphia, SHM employs approximately 50 employees and has been ranked one of the “Best Places to Work” by The Philadelphia Business Journal.

### **DUTIES & ESSENTIAL JOB FUNCTIONS**

The Marketing Specialist is responsible for developing, executing, and monitoring marketing programs across a variety of channels. Day-to-day activities include completing marketing administrative projects, providing assistance in creating and enhancing marketing efforts, and working with Membership and other internal departments to increase membership acquisition, retention, and engagement.

#### **Duties and responsibilities include but are not limited to:**

- Develop marketing plans for internal departments, including Membership and Communications
- Manage strategic and tactical marketing needs for membership programs and initiatives
- Develop marketing materials for regional events
- Execute email campaigns from content development to implementation
- Write copy for digital, print, and social campaigns
- Regularly analyze and report on campaign metrics
- Conduct market research to identify customer trends, competitor offerings, and demographic data



- Support the marketing team with additional responsibilities, as needed
- Responsible for keeping internal clients satisfied and delivering exceptional service on a day-to-day basis

**Qualifications:**

- Proven account management or other relevant experience
- Excellent written and verbal communication skills
- Experience developing promotional content
- Experience developing marketing campaigns
- Experience with email automation platforms
  - Familiarity with Marketo is a plus
- Excellent analytical skills
- Ability to analyze and report on campaign data
- Excellent relationship building skills with the ability to collaborate with internal and external team members
- Proven ability to manage multiple projects while paying strict attention to detail
- Ability to learn quickly in a fast-paced environment
- Time management and multitasking skills with the ability to prioritize tasks
- Bachelor's Degree in appropriate field of study or equivalent work experience
- 3+ years of marketing experience, agency background is a plus