

Marketing & Communications Associate

Summary

Responsible for coordinating the communications output for a fast-paced, growing Inc. 500 healthcare company. Create and deliver client emails, direct mail, brochures, newsletters, and other publications. Perform a variety of tasks, such as the creation and development of print and online advertising, events, email marketing campaigns, web site management and content development, press releases, articles, white papers and marketing collateral. May aid in the preparation of presentations and/or speeches. Will be responsible for negotiating with and maintaining relationships with marketing vendors.

Education and/or Experience

Candidates will have a Bachelor's degree from a four year college or university in a related field and five (5) to seven (7) years of related experience. Strong candidates with less experience will be considered.

Skills:

- Excellent communication skills: verbal, written, and listening.
- Strong interpersonal skills with the proven ability to work collaboratively and effectively with internal and external stakeholders.
- Experience developing and executing multi-media campaigns, including print, digital, and social media for diverse audiences.
- Ability to work independently, manage multiple projects and meet deadlines.
- Knowledge of digital media tools, including best practices for web sites, email marketing, Twitter, Facebook, and LinkedIn.

Preferred: Healthcare or pharmaceutical experience; Healthcare payer experience.

Primary responsibilities

- Create company literature and other forms of communication.
- Create marketing and promotional materials, both print and electronic.
- Copyedit, proofread, and revise communications.
- Recommend, implement and maintain site design and operation.
- Plan and assist in delivering educational client and prospect programs and materials.
- Work with business units to determine event budget and manage marketing communications-related expenses for that budget.
- Promote products and services through public relations initiatives. Develop marketing communications campaigns.
- Create and deliver press releases, media relations content, case studies, white papers, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Research media coverage and industry trends.
- Prepare briefing materials for sales and account management teams.
- Coordinate conference, trade shows, and press interviews.
- Prepare meeting agendas and conduct research.