

## Digital Marketing Content Specialist – Community First Health Plans (Community First)

Job Class: 1989

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### POSITION SUMMARY/RESPONSIBILITIES

As a member of the Digital Marketing team in the Corporate Communications & Experience Department, serves as the lead for various digital communication platforms for the organization, including but not limited to email marketing, e-newsletters, SMS, phone call campaigns, public websites, and secure sites. Coordinates the planning, development, implementation, and evaluation of three newsletters and ad hoc deployments. Curates pertinent information and turns it into consumer-friendly, easy-to-understand content that engages the target audience and increases metrics. Continuously maintains email marketing scheduling and content and improves other content to effectively communicate services with customers. Works with the Digital Marketing Manager to develop campaigns for SMS and phone calls. Writes scripts that support external department programs, marketing campaigns, and business efforts. Analyzes, measures, reports, and optimizes digital content performance and proactively identifies and recommends improvements.

### FUNCTIONS/BEHAVIORS

1. Initiates the planning, writing, implementation, and evaluation of recurring e-newsletter content including the coordination of copy, creative, and the implementation of best practices and trends. Works with teams to provide creative direction, timelines, and overall timely turnaround of each issue. (E, 50%)
2. Develops engaging scripts for text messaging and phone call campaigns targeted to segmented audiences in support of Community First Health Plans' strategic objectives. (E, 15%)
3. Measures and tracks effectiveness of digital communications, adjusting content as needed to improve performance. (E, 15%)
4. Stays abreast of marketing campaigns, program marketing, events, and other business efforts and strategizes effective digital content and/or campaigns to support. (E, 10%)
5. Works with external departments and promotional vendors to coordinate and provide direction on campaigns, collaborations, marketing activities/projects including message development, audience identification, copywriting, design, special events management, and campaign evaluation. (E, 5%)
6. Performs other related duties associated with the functions of the Corporate Communications & Experience Department. (M, 5%)
7. **Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)**

8. **Appropriately adapts work and customer assistance methods to accommodate the unique physical, psychosocial, cultural, age-specific and other developmental needs of customers served by the department. (E)**
9. **Supports University Health mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)**

#### **SUPERVISION**

Direct supervision is received from the Manager of Digital Marketing of Corporate Communications and Experience.

#### **EDUCATION/EXPERIENCE**

Bachelor's degree in communications, public relations, marketing, journalism or related field is required. Five years of communications or content writing experience is required. Ability to work independently and as part of a team; handle multiple projects and effectively manage and set priorities is required. Strong analytical skills, planning skills, and grammar are required. AP Style writing is preferred. Experience in the following platforms a plus: MailChimp, Bitly, and Monday.com.

#### **ACCURACY**

Must be able to assess effective communications mechanisms for all audiences. Accuracy of the information provided to various audiences is critical. Utilizes excellent writing skills, spelling and grammar in written communications. Must follow marketing guidelines to ensure Community First is in compliance with regulatory agencies.

#### **EQUIPMENT**

Must be proficient in use of IBM hardware, Microsoft Office package, and various writing platforms and tools. Should be familiar with Internet functions. Demonstrates familiarity of software packages for email marketing, content writing, and project management. Must be able to take basic research information and design creative informational campaigns to promote multiple programs and campaigns of Community First Health Plans and its community initiatives.

#### **WORKING CONDITIONS**

Works in a typical office environment. Subject to frequent interruptions, deadlines and decisions. May be required to work irregular hours, including assisting with special events and responding to after-hours emergency situations. Occasional travel may be required.

#### **OTHER**

Must use mature judgment and discretion in interactions with patients, visitors and colleagues. Must also successfully complete the pre-employment/post job offer health screening examination, and the annual screening, each year thereafter, as an employee.

#### **HOW TO APPLY**

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources. [Click here](#) to apply to this job.