



POSITION: Marketing Coordinator

JOB SUMMARY:

The Marketing Coordinator position exposes qualified candidates to a full range of marketing responsibilities to help 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, as well as provide 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 the *Journal of Hospital Medicine*. SHM also provides a forum for professional networking and education through its annual conference and other events. Located in Philadelphia, SHM employs approximately 50 employees.

DUTIES & ESSENTIAL JOB FUNCTIONS:

The Marketing Coordinator will be exposed to all aspects of an executive workplace. This position is responsible for: Overseeing the project management system and working closely with design staff on trafficking projects; completing marketing administrative projects; providing assistance in creating and enhancing marketing efforts; working with vendors for printing and promotional orders and working with the department to maintain and report on social media.

Skills developed include: project management and leadership, “big picture” problem-solving, situation analysis, attention to detail, effective written and oral communication, the ability to meet deadlines and teamwork.

Duties and responsibilities include, but are not limited to, the following:

- Designing and aiding in implementation of email campaigns
- Overseeing the project management system and dispersing jobs to design team
- Spearheading sprint meetings with MARCOM team for daily projects
- Working with print and promotional vendors
- Helping with writing website copy and handling web updates
- Helping with social media as well as social media reporting
- Helping with special projects which vary daily across the department

Qualifications:

- Detail-oriented
- Strong written and verbal communication skills
- Ability to learn quickly in a fast-paced environment
- Ability to multi-task and prioritize daily projects
- Experience in project management software

Job Type: Full-time

Experience: Marketing: 1 year (Required)

Education: Bachelor's (Preferred)