



## Marketing Coordinator

**Reports to: Senior Marketing Manager**

### **JOB SUMMARY**

The Marketing Coordinator position exposes qualified candidates to a full range of experiences within healthcare, the fastest, most exciting industry in American business.

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 *Journal of Hospital Medicine*. SHM also provides a forum for professional networking and education through its annual meeting 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 outlets.

Skills developed include: project management and leadership, "big picture" problem-solving, situation analysis, attention to detail, and the ability to meet deadlines and work within a team.

### **Responsibilities include, but are not limited to, the following:**

- 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

### **Qualifications:**

- Bachelor's Degree in Marketing/Communications or a related field preferred
- 1-2 years' experience required
- 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
- Outgoing personality
- Sense of humor, strong sense of self confidence and resourcefulness
- Experience in project management software
- Experience in the creative process (at least one year or through internship)