



## AMERICA'S ESSENTIAL HOSPITALS

*America's Essential Hospitals represents more than 200 hospitals and health systems that share a mission to ensure access to high-quality health care to all people, including those with no ability to pay. As the voice for these hospitals on Capitol Hill, America's Essential Hospitals works closely with Congress and federal regulators on issues critical to our members, especially Medicaid and safety net financing. America's Essential Hospitals advocates on behalf of its members on such issues as Medicaid, Medicare, and access to health care services for vulnerable populations. Our research affiliate, the Essential Hospitals Institute (formerly the National Public Health and Hospital Institute), conducts research and education relevant to America's Essential Hospitals and its members.*

### **JOB TITLE: Communications Specialist**

**POSITION SUMMARY:** The Communications Specialist is a key member of the communications team for America's Essential Hospitals and the Essential Hospitals Institute. This person contributes to Institute projects, including the Essential Hospitals Engagement Network (EHEN), as well as supports organization-wide communications goals. The Communications Specialist is primarily responsible for creating and/or editing content for the Institute areas of the website, and coordinating web content posting for America's Essential Hospitals, as well as ensuring functionality for the EHEN section of [essentialhospitals.org](http://essentialhospitals.org). He or she also oversees the editing and creation of other offline content related to the Institute.

The Communications Specialist works collaboratively with Institute staff and other staff across the association to develop a variety of content, including editorial copy and web features, blogs, PowerPoint presentations, talking points, news releases, and regular newsletters and e-communications. This person is also responsible for editing a variety of communications items, including reports submitted to contractors, and educational and data-related materials that are distributed to EHEN hospitals. The communications specialist plays a critical role in developing communications strategy for the EHEN team, and works collaboratively with colleagues to implement an effective marketing strategy for in-person and distance learning events.

**REPORTS TO:** Manager of Communications

**PRINCIPAL DUTIES AND JOB RESPONSIBILITIES\*:** The scope of this position includes:

- Write, proof, and/or edit web content – ensure web- and SEO-friendly – as well as content for talking points, news releases, and government and hospital reports, among other items
- Gather information and data for web content from departments within America's Essential Hospitals and the Essential Hospitals Institute, and within the association's membership – this may include original reporting and/or quality control
- Ensure content meets branding, online writing standards, and style guides
- Organize web content to maximize usability and functionality
- Ensure page architecture and archive integrity and implement new pages/features
- Monitor and analyze site-use statistics/metrics; report on such findings
- Troubleshoot web pages as needed
- Ensure compliance regarding copyright laws and data protection, as well as 508 compliance
- Ensure marketing objectives and creative initiatives are appropriately translated and applied to the web; includes regular newsletters and email marketing
- Help Institute staff members think about how to best communicate their content on the web
- Develop materials to distribute to external audiences that promote Institute projects

*\* The above statements reflect the general duties and responsibilities necessary to describe the principal functions of the job, as identified, and shall not be considered an exhaustive list of job responsibilities which may be inherent in the position. Responsibilities are subject to change*

#### **MINIMUM KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED:**

- Impeccable writing, editing and proofing skills, including experience writing copy for web and email
- Fluency in online content publishing and search engine optimization
- Knowledge of web analytics applications
- Ability to remain current on leading trends and technology

#### **MINIMUM EDUCATION AND EXPERIENCE REQUIRED:**

- At least three years proven copywriting, editing, and proofreading experience specific to an online environment
- Three years proven experience administering/maintaining web content and production/design via a content management system, especially WordPress
- Experience with graphic design, InDesign and/or Illustrator highly preferred
- Experience with social media platforms
- Demonstrated project management skills

- Experience with website usability and best practices in web design
- Fluency in online content publishing and search engine optimization
- Knowledge of web analytics applications (Google Analytics)
- Conduct basic HTML and CSS programming
- Basic understanding of copyright laws, experience with 508 compliance a plus
- Foundation in marketing/communications
- Ability to remain current on leading trends and technology

**ESSENTIAL CHARACTERISTICS FOR THIS POSITION INCLUDE THE ABILITY TO:**

- Rapport builder – ability to work with all levels throughout an organization; knowledgeable, approachable and responsive
- Proficient project management skills with demonstrated ability to deliver results and meet deadlines
- Collaborates well with others in achieving results; valued team member
- Excellent communication, including oral, writing and editing skills; concise, accurate, and effective
- Inquisitive and proactive – takes initiative to make things happen
- Creative – seeks out new possibilities and views old problems and old approaches from a new angle; likes to raise questions and answer them
- Organized – effortlessly keeps track of work and follows through on every commitment
- Demonstrates good judgment
- Supports the mission and members of America's Essential Hospitals

**Salary/Benefits:**

Position title and salary are commensurate with experience and includes a generous benefits package. America's Essential Hospitals is an equal employment opportunity employer and values diversity in its workforce.

**How to Apply:**

Send resume, cover letter and salary requirements via email, in MS Word or PDF format, to [careeropty@essentialhospitals.org](mailto:careeropty@essentialhospitals.org).