



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: Marketing Coordinator

Job Summary:

Reporting to the marketing manager, the marketing coordinator is responsible for assisting in all areas of marketing strategy from development to execution. This will include assisting with email and print marketing, collateral for events, membership recruitment and retention, sponsorship, and website maintenance.

Key Roles and Responsibilities:

- Assist with marketing campaigns for America's Essential Hospitals' in-person events, distance learning, programs, and scholarships as assigned. Includes managing database lists and formatting and sending marketing emails.
- Manage logistics for the annual Gage Awards program, including awards committee scheduling, application set up and collection, and communications with submitters and winners.
- Organize and maintain the prospect member list as directed by the vice president of member services and the marketing manager. Includes updating the list with new prospects, contacts, and database numbers.
- Prepare materials for quarterly recruitment mailings
- Work across departments to determine target audiences for distance learning opportunities
- Maintain the marketing calendar in Outlook
- Maintain web-based event mini-sites, including posting new content, speaker information, and agenda updates
- Work with the communications team on review of content
- Oversee collateral production schedules and ensure timely completion of all deliverables
- Update the sponsorship brochure as necessary and work with sponsors to ensure signed contracts, logos, descriptions, and other materials are received by noted deadlines.

- Generate social media posts for upcoming events and programs to be posted by the communications department
- Pull data for visit dossiers, including target hospitals and proposed dues
- Other duties as assigned

Basic Minimum Qualifications:

- Bachelor's degree in marketing, business or a related field and 0-3 years of experience in the field
- Knowledge of basic marketing principles and tactics.
- Excellent written and oral communication skills
- Superior commitment to customer/member service
- Strong project management skills and ability to work with all levels of the organization
- Meticulous attention to detail, including strong editing/proof reading skills
- Graphic design experience preferred, experience with In-Design a plus

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.