Job Description

Job Title: Communications Coordinator

Department: Ctr for Health Information Partnerships

Job ID: 32198

Percent Full Time: 100

Location: Chicago Campus

Grade: EXS 5

Job Summary:

The Communication/Outreach Coordinator for the Center for Health Information Partnerships (CHiP) and the Institute for Sexual and Gender Minority Health and Wellbeing (ISGMH) coordinates marketing and communications efforts that forward the missions of the CHiP and ISGMH. The Coordinator creates materials and supports educational activities geared toward healthcare providers, researchers, members of community-based organizations, and other stakeholders.

**Please Note: Job may involve travel in Chicago area for provider recruitment and EHR implementation and training activities.

Specific Responsibilities:

- Creating marketing and outreach materials and activities designed to showcase positive features and outcomes of CHiP and ISGMH
- Writing copy and proofreading outreach literature, eblasts, website, etc.
- Creating and modifying presentations
- Developing template presentation materials and visuals
- Compiling and analyzing outreach metrics
- Building, running and reviewing surveys
- Implementing and enforcing branding standards
- Coordinates development and maintenance of website and content in other media. Responsibilities include creating, writing, and editing educational and outreach materials.
- Creates marketing, communications and educational activities, events, presentations, etc. that build partner relationships and encourage collaboration
  - Develops and edits materials such as programs, posters, invitations, etc.
  - Markets & promotes using advertising, broadcast email, websites, social media, etc.
  - Prepares and facilitates webinar meetings and online events
  - Coordinates meetings and may record minutes
  - Compiles and analyzes event and meeting metrics
  - Coordinates theme, timing, venue, speakers, refreshments, technology, etc.
- Maintains and updates customer relationship management (CRM) tool with provider, customer, and vendor organization information. Analyzes information and recommends metrics to determine success. Creates associated reports.
- Performs other duties as assigned.

Minimum Qualifications:
• Successful completion of a full 4-year course of study in an accredited college or university leading to a bachelor's or higher degree in a major such as communications/marketing, journalism, healthcare, public health or related; OR appropriate combination of education and experience.

Minimum Competencies: (Skills, knowledge, and abilities.)

• Excellent oral and written communication skills
• Excellent organizational and time management skills
• Strong attention to detail
• Knowledgeable user of MS Office products
• Basic knowledge of design using Adobe Creative Suite
• Interest or familiarity with LGBTQ issues.

Preferred Qualifications: (Education and experience)

• 1-3 years’ experience working in a health care, non-profit, university, or related setting

Preferred Competencies: (Skills, knowledge, and abilities)

• 2+ years of experience with website, email development, and social media tools
• Experience using CRM tools
• Experience designing promotional materials
• Ability to become knowledgeable in complex healthcare reform, transformation and related topics

As per Northwestern University policy, this position requires a criminal background check. Successful applicants will need to submit to a criminal background check prior to employment.

Northwestern University is an Equal Opportunity, Affirmative Action Employer of all protected classes, including veterans and individuals with disabilities. Women, racial and ethnic minorities, individuals with disabilities, and veterans are encouraged to apply. Hiring is contingent upon eligibility to work in the United States.