Job Description

Job Title: Communications Coordinator
Department: MED- Ctr for Health Info Partnerships
Job ID: 28997
Percent Full Time: 100%
Location: Chicago Campus
Minimum to Midpoint Salary: $42,601 - $53,925
Grade: EXS 5

Job Summary:

The Provider Resources Coordinator (PRC) for the Chicago Health Information Technology Regional Extension Center (CHITREC) coordinates marketing, communications, and public relations resources and efforts designed to inform, encourage and persuade health care providers to enroll in the CHITREC program and implement an electronic health record system (EHR).

Please note: The role may involve travel in Chicago area for provider recruitment and EHR implementation and training activities.

Specific Responsibilities:

- Creates marketing and outreach materials and activities designed to showcase positive features and outcomes of implementing an electronic health care system.
- Creating and modifying presentations.
- Developing template presentation materials and visuals
- Building, running and reviewing surveys.
- Writing copy for outreach literature and website.
- Coordinates development and maintenance of website content and applications including creating, writing, and drafting provider education and outreach materials.
- Creates marketing, communications and public relations activities, events, presentations, etc. that build vendor/customer relationships and encourage business development.
- Develops materials such as programs, posters, invitations, etc.
- Markets & promotes using advertising, broadcast email, websites, social media, etc.
- Prepares event plans & summaries.
- 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 health care, business or IT-related field OR appropriate combination of education and experience.
• Excellent communication skills.
• Excellent organizational skills.
• Knowledgeable user of MS Office products, MS Project.

Preferred Qualifications:
• 1+ years of experience with website development tools.
• Experience using CRM tools.

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.

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