

Job Description

Job Title: Senior Communications Coordinator

Department: Ctr for Health Info Partnerships

Job ID: 35584

Percent Full Time: 100

Location: Chicago Campus

Grade: EXS 6

Job Summary:

The Sr. Communications Coordinator provides project leadership for communications initiatives (e.g. digital, publication, and social media projects) generated from the Center for Health Information Partnerships (CHIP) and associated projects and programs. Strategize and plan communications for sponsored program to ensure goals are met. Manage video, audio, and graphic presence of CHIP and increase media relations to raise visibility and increase collaboration. The mission of the Center for Health Information Partnerships (CHIP) is to bring people, communities, and data together to enable everyone to live their healthiest lives. Utilizing new ways of thinking, innovative methods, and interdisciplinary partnerships, we aggregate and analyze health information across institutions and disciplines to positively affect individual and population health. CHIP has a vision for “information-driven health for all.”

****Please note:** Some evening and weekend hours will be required to supervise and support school activities such as recruiting webinars and information sessions.

Specific Responsibilities:

- Manage communications initiatives for program, ranging from web communications, content development, graphic design, publication management, and social media.
- Lead the development of effective communications strategies and initiatives and manage projects, as assigned.
- Create marketing, communications and educational activities, events, presentations, content, etc. that meet program goals.
- Market & promote program using advertising, broadcast email, websites, social media, etc.
- Provide strategic leadership on visual representation, manages audio and video projects, and creates graphics for social media and web.
- Serve as primary point of contact for communications direction for program staff as they promote programs.
- Promote and market CHIP’s reputation to the business, nonprofit, and research communities through proactive and reactive media relations such as advertising, broadcast email, websites, social media, etc.
- Assesses that communication meets visual and content brand requirements.
- Produce, test, and deploy specific communications tactics, such as email newsletters.

Other duties

- Review and approve creative, marketing copy, proofs, et.
- May supervise a temporary employee or intern.
- Other duties as needed.

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, liberal arts, communication, journalism, healthcare, public health, new media, or related; OR appropriate combination of education and experience.
- Minimum Two years of experience developing and maintaining web content in an academic or corporate environment, including experience with primary ownership of content planning, creation, and maintenance.
- Prior experience as a marketing practitioner, implementing media strategies, digital strategies or content strategies.

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

- Demonstrated strategic marketing skills.
- Demonstrated marketing execution skills.
- Demonstrated experience in digital marketing
- Demonstrated experience in content marketing, including social media.
- Demonstrated experience in event marketing.
- Excellent writing and communications skills.
- Strong organizational, project management skills.
- Strong writing and editing skills.

Preferred Qualifications:

- Master's degree.
- 2-4 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.

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