

Communications Coordinator

Job Summary:

Develops and executes communications strategies and tactics for the MHA and MHA Keystone Center. Helps plan and execute social and digital media strategies and tactics. Participates in strategic planning and aligns social and digital media efforts to support the mission and vision of the association. Assists in general writing, editing, publication development and other communications materials. Provides additional communication support for the MHA as needed.

Responsibilities:

The scope of the position includes, but is not limited to, the following tasks:

Assist with writing, editing, and publishing of any necessary content for MHA communication channels including member alerts, publications, articles, event materials, special projects and more.

Edits and posts Monday Report newsletter articles.

Report on member communication analytics, and social and digital media analytics.

Support the development and execution of digital communications strategy and cross-promote MHA content via Web and social channels.

Collaborate with IT and other MHA departments in the development, creation, posting and updating of content to mha.org.

Supports the creation of multimedia MHA products, including videos and podcasts, to support MHA strategic priorities.

Support the development and execution of an annual social media strategy aligned with the MHA action plan and develop tactics to support it. Maintain and promote the MHA brand throughout.

Help promote MHA members via social channels in alignment with MHA priorities.

Assist with other electronic communication platforms such as MHA's member database and email system.

Provide communications assistance for other MHA campaigns and projects as deemed necessary, including but not limited to MHA Keystone Center projects, MHA Service Corporation products and services, and more.

Required Experience:

Working knowledge of Canva, Sprout Social, Google Analytics, WordPress and/or other website and social media tools. Must know AP style.

Required: 1-3 years of experience or commensurate education in communications, specifically: healthcare communications, association/membership field, corporate communications, nonprofit communications, or related fields. Experience creating simple social media graphics using InDesign, Canva or similar tools. Experience doing minor website content updates. Experience making minor video edits.

Required Education:

Bachelor's degree in marketing, public relations, English, or similar.

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Working Conditions:

Primarily works in a well-lighted, well-ventilated, tobacco-free environment. The position requires regular travel to meetings and association events and often requires time away from home outside normal working hours.

Position reports: Director of Communications

Position Classification: Exempt-Hybrid