

Job Description

Company: Nebraska Health Network **Division:** Marketing
Job Title: Marketing Specialist **Reports to:** Sr. Director of Marketing and Communications

Education: Bachelor's degree in marketing, public relations, communications, journalism or related field required.

Experience: Minimum of two years of experience required in marketing and/or public relations, preferably in health care.

Knowledge/Skill/Abilities:

- Strong copywriting and editing skills required.
- Ability to write for various formats, including long-form articles, short social media posts and email newsletters.
- Skills in creating and managing email marketing campaigns using platforms like Constant Contact.
- Strong presentation skills including developing content and designing presentations in PowerPoint.
- Strong organizational and project management skills to handle multiple projects and meet deadlines.
- Experience with Adobe Creative Suite preferred.

Licensure/Certification: None required.

General Summary:

The Marketing Specialist helps craft dynamic and compelling content across multiple platforms to elevate NHN's brand. This position involves gathering, writing, editing and strategically promoting content to internal and external audiences. Work will encompass various materials, including collateral, direct mail, web and digital content, newsletters, presentations, press releases and blogs.

Essential Job Functions:

- Contributes to all aspects of copy development including sourcing, writing, editing, fact-checking, proofing and approvals.
- Transform complex needs and solutions into simple, compelling messages across various platforms, including printed material, social media, presentations and web content.
- Develop a rich content/editorial calendar. Keep up with current trends, news and industry events to help identify timely and relevant topics.
- Strong presentation-development skills to update and create presentations via PowerPoint and other platforms.

- Support the creation of digital graphics and basic design/layout of materials.
- Prepare content with an understanding of search engine optimization to improve content visibility and ranking on search engines.
- Analyze data from tools like web analytics, social media insights and email marketing reports to inform content strategies.
- Assist with event planning.
- Other duties as assigned.

WEIGHT DEMANDS	Check One
Sedentary Work: Exerting up to 10 pounds of force. Sitting most of the time. Walking and Standing are required only occasionally	
Light Work Exerting up to 20 pounds of force	
Medium Light Work Exerting up to 35 pounds of force	
Medium Work Exerting up to 50 pounds of force	
Medium Heavy Work Exerting up to 75 pounds of force	
Heavy Work Exerting up to 100 pounds of force	
Very Heavy Work Exerting in excess of 100 pounds of force	

PHYSICAL ACTIVITY				
	Not necessary for the position (0%)	Occasionally Performed (1%-33%)	Frequently Performed (34%-66%)	Constantly Performed (67%-100%)
Balancing				
Climbing				
Carrying				
Crawling				
Crouching				
Distinguish colors				
Fingering/Touching				
Grasping				
Hearing				
Keyboarding/typing				
Kneeling				
Lifting				
Pulling/Pushing				
Reaching				
Repetitive Motions				
Seeing/visual				
Sitting				
Speaking/talking				
Standing				
Stooping/bending				
Twisting				
Walking				
Job Hazards	Not Related	(1%-33%) Rare	(34%-66%) Occasionally	(67-100%) Frequent
Chemical agents (<i>Toxic, Corrosive, Flammable, Latex</i>)				

Biological agents (<i>primary air born & blood borne viruses</i>) (<i>Jobs with Patient contact</i>) (BBF)				
Physical hazards (<i>noise, temperature, lighting, wet floors, outdoors, sharps</i>) (<i>more than ordinary office environment</i>)				
Equipment/Machinery/Tools				
Explosives (<i>pressurized gas</i>)				
Electrical Shock/Static				
Radiation Alpha, Beta and Gamma (<i>particles such as X-Ray, Cat Scan, Gamma Knife, etc</i>)				
Radiation Non-ionizing (<i>Ultraviolet, visible light, infrared and microwaves that causes injuries to tissue or thermal or photochemical means</i>)				
Mechanical moving parts/vibrations				
Other: _____				

Note: Safety Officer can assist with identification of job hazards