

## Job Description

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

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

**Experience:** A minimum of two years of experience in marketing and/or public relations, preferably in health care, is required.

### **Knowledge/Skill/Abilities:**

- Strong copywriting and editing skills are required, as well as the 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.
- Experience with Adobe Creative Suite, Sprout Social and Salesforce is preferred.
- Experience with SEO best practices and digital analytics tools preferred.

**Licensure/Certification:** None required.

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### **General Summary:**

The Marketing Specialist develops and executes content strategies that enhance brand awareness, drive engagement and support Nebraska Health Network's mission. This role involves copywriting, presentation development, website content management and social media oversight to ensure a consistent and compelling brand message. The specialist collaborates across the ACO to create impactful marketing materials that drive engagement and support organizational goals.

### **Essential Job Functions:**

- Contributes to all aspects of copy development, including research, writing, editing, approvals and evaluation.
- Translate complex concepts and solutions into clear, compelling messages tailored for diverse audiences, ensuring clarity and engagement across various platforms across stakeholders, patients and providers.
- Develop a content 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.
- Analyze data from tools like web analytics, social media insights and email marketing reports to inform content strategies.

- Support event coordination, promotion and evaluation.
- Other duties as assigned.

WEIGHT DEMANDS	Check One
<b>Sedentary Work:</b> Exerting up to 10 pounds of force. Sitting most of the time. Walking and Standing are required only occasionally	
<b>Light Work</b> Exerting up to 20 pounds of force	
<b>Medium Light Work</b> Exerting up to 35 pounds of force	
<b>Medium Work</b> Exerting up to 50 pounds of force	
<b>Medium Heavy Work</b> Exerting up to 75 pounds of force	
<b>Heavy Work</b> Exerting up to 100 pounds of force	
<b>Very Heavy Work</b> Exerting more than 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				
<b>Job Hazards</b>	<b>Not Related</b>	<b>(1%-33%) Rare</b>	<b>(34%-66%) Occasionally</b>	<b>(67-100%) Frequent</b>
<b>Chemical agents</b> ( <i>Toxic, Corrosive,</i>				

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

Note: Safety Officer can assist with identification of job hazards