

Connecticut Hospital Association
JOB DESCRIPTION

JOB TITLE: Communications Specialist

JOB SUMMARY:

The Connecticut Hospital Association (CHA) seeks a strong writer and content creator who can support the development of impactful messaging to advance the advocacy work of a highly respected healthcare association. Reporting to the Director, Communications, the Communications Specialist will work to help develop and implement innovative communications strategies across a variety of media platforms to expand reach and engage CHA members and public audiences. This position will also provide support across CHA to uphold the Association's brand identity and messaging guidelines.

The ideal candidate will have a passion for storytelling, strong attention to detail and copyediting skills, interest in healthcare issues and policy, familiarity with the advocacy process related to healthcare, and knowledge of current digital marketing best practices.

CHA is a member-driven organization, ranging from acute care hospital systems to post-acute organizations, focusing on their collective advocacy priorities, as well as their individual initiatives. The Communications Specialist will be joining an Association that seeks to address both current and future needs of healthcare systems as they continually improve healthcare delivery in Connecticut.

DESCRIPTION OF DUTIES:

1. Maintaining and upholding CHA's branding and messaging guidelines in all digital and printed materials
2. Providing copyediting and writing support across teams on internal and external communications efforts
3. Raising awareness of CHA's mission, advocacy work, and member resources by creating engaging content for CHA's social media, digital media, and other outreach channels
4. Making social and digital content and copy compelling and platform-appropriate, optimizing posts and activity for visibility and engagement
5. Identifying and executing new strategies for growing social media audiences and deepening engagement
6. Working in partnership with an in-house graphic designer to ensure the CHA brand is portrayed consistently across the organization's platforms
7. Supporting a new website development project and assisting in the daily management of a new CHA website, ensuring the site features information that is fresh, timely, accurate, and engaging to a variety of audiences
8. Identifying and tracking metrics and web analytics to inform content creation and meet communication objectives
9. Supporting the CHA Annual Meeting planning initiatives, including supporting the CHA Annual Awards program and coordination of event materials, videos, and presentations

REQUIREMENTS:

1. A Bachelor's degree in Communications, Journalism, Marketing, or a related field is required
2. 2-5 years of experience working in a communications or digital and social media position; familiarity with health policy, issues facing hospitals, and the advocacy process preferred
3. Ability to write with clarity, conciseness, and orientation to frame the message in an easy to understand format. Thorough knowledge of the English language, including spelling, grammar, and punctuation, and the ability to apply the principles of style guides to different types of writing.

4. Meticulous attention to detail, exceptional copyediting skills, and the ability to make constructive suggestions
5. Experience executing digital and social media strategy and content creation across various platforms for maximum engagement, particularly for mission-driven not-for-profits or through cause-based marketing
6. Comfortable receiving feedback, including edits to written communications, and ability to move projects forward based on feedback and input from other leaders and stakeholders
7. Ability to lead and manage multiple projects with strict deadlines, with a high level of motivation, creativity, and proactivity
8. Fluency in Microsoft Office Suite and social media including Facebook, Twitter, Instagram, LinkedIn, and YouTube.
9. Experience in website publishing through a content management system such as Wordpress or Drupal; experience with Google Analytics
10. Photography, graphic design, and video creation and editing skills are a plus

EOE

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