

Job Posting: Social Media and Outreach Associate

(1 Full-Time Position in Northampton, MA or Rockville, MD)

This is us

CommunicateHealth is a mission-based consulting company that helps public and private sector organizations simplify health information. We design healthcare services, personal health tools, public health and emergency communications, and innovative interactive media. We help clients use social media and other digital outreach platforms to effectively reach and engage with their target audiences about key health topics. We employ a talented team of plain language writers, designers, developers, and usability specialists dedicated to creating health information and services that are attractive and easy to use. We're committed to making a difference in the world and in the lives of our employees. Check us out at www.communicatehealth.com.

This is you

You're a motivated self-starter with excellent organizational skills and a strong interest in health communication. You believe in the power of social media — and want to use that power for good. You apply your perfectionist's eye for detail to all tasks, whether you're crafting a tweet, combing through social media analytics, or capturing key takeaways from a client meeting.

Responsibilities

As a Social Media and Outreach Associate, you'll work closely with the Social Media Manager and project teams to implement strategic and creative health communication efforts. You'll support a wide variety of tasks, which may include:

- Crafting engaging content for client and internal social media accounts
- Working with our design team to develop visually compelling graphics for social media
- Coordinating multiple client and internal social media accounts, including scheduling content, monitoring engagements, and analyzing metrics
- Brainstorming outreach strategies — and developing and implementing



promotion plans for client initiatives

- Supporting the project team with day-to-day tasks like scheduling meetings, drafting agendas, taking meeting notes, and maintaining timelines
- Providing excellent customer service to our clients at all times
- Developing marketing and outreach materials for CH's public health stock photo marketplace, Picture Public Health

Qualifications

- BA in a related field, such as communication, public health, English, or social sciences
- 1-2 years of professional experience managing a variety of social media platforms, including Facebook, Twitter, LinkedIn, and Instagram
- Excellent writing skills and a flare for clear communication

Preferred

- Comfort with social media management and analytics tools (e.g., Hootsuite, Sprout Social)
- Experience contributing to outreach and promotion strategic plans, including developing and managing schedules and timelines
- Experience with website content maintenance, including basic HTML and content management systems like Drupal
- Demonstrated familiarity with health literacy principles
- Solid working knowledge of common operating systems and software including iOS for Mac
- Comfort with digital-based work, especially digital project management and collaboration tools and video conferencing

How To Apply

Please send cover letter and resume to jobs@communicatehealth.com.





CommunicateHealth is committed to workplace diversity and providing equal employment opportunities for all qualified applicants and employees. We offer highly competitive salaries.

As federal contractors, we are required to ask applicants to submit a voluntary Demographics form, at www.communicatehealth.com/company/contact/. No personnel selections are made based on this information.

