

Job Title: Social Media and Communications Associate(6d)

Location: LaSalle Office

Employment Type: Part-Time 20-24 hours per week. Various days and hours dependent on community event schedule

Reports To: Chief Administrative Office

Job Summary: The Social Media and Communications Associate will support the development and execution of the organization's communication strategies to enhance visibility, engage with the community, and promote the mission and services of our non-profit healthcare system. The role involves managing social media platforms, creating compelling content, and assisting with various communication initiatives.

Key Responsibilities:

1. Social Media Management:

- Develop and implement social media strategies to increase engagement and followers across all platforms (Facebook, Twitter, Instagram, LinkedIn, etc.).
- Create, schedule, and publish content including posts, stories, and updates.
- Monitor social media channels for comments, messages, and mentions, and engage with followers in a timely and professional manner.
- Analyze social media metrics to assess campaign performance and optimize future content.

2. Content Creation:

- Produce high-quality written, visual, and multimedia content for social media, websites, newsletters, and other communication materials.
- Collaborate with healthcare professionals and other team members to develop informative and engaging content that aligns with the organization's goals.
- Ensure all content is consistent with the organization's brand voice and style guidelines.

3. Communications Support:

- Assist in the planning and execution of communication campaigns and initiatives.
- Draft press releases, articles, and blog posts to highlight key events, achievements, and stories related to the organization.
- Support internal communications by creating content for staff newsletters and intranet.

4. Community Engagement:

- Build and maintain relationships with community partners, stakeholders, and influencers.
- Represent the organization at community events and online forums to promote the organization's mission and services.
- Organize and participate in outreach activities to increase awareness and support for the organization's programs.

5. Administrative Duties:

- Maintain a content calendar and ensure timely delivery of all communication materials.
- Track and report on communication and social media activities, providing insights and recommendations for improvement.
- Assist with the preparation of communication materials for meetings, events, and presentations.

Qualifications:

- Required Associate's degree in Communications, Marketing, Public Relations, or a related field.
- Preferred Bachelor's degree in Communications, Marketing, Public Relations or a related field
- 1-3 years of experience in social media management, content creation, or communications, preferably in a non-profit or healthcare setting.
- Excellent written and verbal communication skills.
- Proficiency in using social media platforms and tools such as Hootsuite, Buffer, or Sprout Social.
- Experience with graphic design tools like Adobe Creative Suite or Canva is a plus.
- Strong organizational skills and attention to detail.
- Ability to work independently and as part of a team.