

## **Part Time Digital Marketing - Doylestown, PA**

HealthCom Media, a premiere healthcare publisher, is seeking a creative, motivated and hard working individual for Digital Marketing Project Coordinator. A leader in the healthcare content space, HealthCom Media has a network of highly respected print journals and digital properties, which reach millions annually. A selection of our properties includes:

- *American Nurse Today* ([www.americannursetoday.com](http://www.americannursetoday.com)), the Official Journal of the American Nurses Association
- *Wound Care Advisor* ([www.woundcareadvisor.com](http://www.woundcareadvisor.com)), the Official Journal of the National Alliance of Wound Care and Ostomy
- *Women's HealthCare* ([www.npwomenshealthcare.com](http://www.npwomenshealthcare.com)), an authoritative peer-reviewed Official Journal of Nurse Practitioners in Women's Health

**Position Summary:** Entry Level Digital Marketing Project Coordinator is an exciting position with great potential for growth. As a Digital Marketing Project Coordinator, you will assist in the development of various digital marketing initiatives to further solidify our content strategy, enhance our online footprint, develop a clear and consistent brand message and drive traffic and overall lead generation. Responsibilities will include:

- Assisting with social media posting as well as contributing to social media marketing strategy across our platforms
- Coordinating content delivery for various digital channels
- Aiding in design and User Experience projects for our network of sites, including social integration, blogging and innovative e-marketing campaigns
- Introducing new concepts and ideas to our digital marketing strategy
- Planning and implementing online promotions and contests

### **An Ideal Candidate Will Possess:**

- A familiarity with digital content creation and dissemination.
- Experience with Wordpress, Google Analytics and Adobe Photoshop is preferred but not required
- Understanding and involvement in the social media world, including Facebook, Twitter, LinkedIn, Pinterest, YouTube, StumbleUpon, Reddit, and the Wordpress blogging platform
- A strong work ethic, and the ability to deliver results quickly
- Ability to work independently as well as a part of a team
- Strong written, oral and visual communication skills
- A general knowledge of the healthcare market is a plus