**Summary/Objective:** The Content and Design Specialist assists in all aspects of content development for the company by creating internal and external communication and advertising materials.

**Essential Responsibilities:**

* Designs marketing campaign material using the Adobe Creative Suite.
* Develops and implements social media content, maintains content calendars, monitors social media activity, and manages communications.
* Implements digital and print advertising campaigns and achieve optimal performance.
* Creates, films and edits video content.
* Assists in the production of radio and television advertisements.
* Writes press releases and byline articles for the media and website as needed.
* Develops graphic presentations for organizational leadership.
* Helps develop patient newsletter content and utilizes Constant Contact to design layout and distribute.
* Designs and publishes monthly internal communications and content.
* Oversees website (re)development and ongoing site management.
* Researching search engine optimization and search engine marketing campaigns. Makes updates to the campaign on an ongoing basis.
* Researches, writes, and updates content for blog and digital communication channels.
* Updates physician database for direct mail and outreach efforts as needed.
* Assists in the development, deployment and maintenance of various communication tools such as appointment scheduling platforms, apps and portals.
* Manages advertising calendars and recommends advertising purchases based on organizational needs.
* Research editorial calendars for local publications and makes recommendations for press opportunities.
* Assists with White-Wilson Community Foundation, fundraising, planning, creation of marketing materials and event set-up and implementation.
* Develops and maintains a database of marketing contacts for various clinic products and services.
* Coordinates the purchase of marketing collateral and promotional material.
* Monitor competitor activity through media clippings and research.
* Organizes and maintains up-to-date files and content utilizing internal databases.
* Approves and creates clinic signage and outward facing materials.

**Required Education and Experience:**

* **High School Diploma or general education degree (GED).**
* Bachelor's degree in Graphic Design, Marketing, Communication, Public Relations, or related field; or equivalent combination of education and 3 – 5 years’ experience required.
* Proficient in Adobe Creative Suite, specifically InDesign, Photoshop, and Illustrator required. Must provide graphic design, advertising and written work samples.
* Proficient with video editing programs required
* Project management experience preferred

**Position Type/Expected Hours of Work:**This is a full-time position requires regular and reliable on-site attendance. Administrative business hours are 8am-5pm.

**Physical Demands****:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The person in this position frequently communicates with associates, physicians, and patients and must have the ability to communicate information and ideas so others will understand. Must be able to exchange accurate information in these situations. Strong verbal and written communication skills required. This position requires the ability to observe details at close range (within a few feet of the observer). The person in this position must be able to remain in a stationary position for 50% of the time, standing or sitting. Must be able to position to maintain supply closet and other promotional items. Constantly operates a computer and other office productivity machinery, such as a calculator, copy machine and computer printer. Frequently moves boxes and equipment weighing 40 pounds (lbs.) to locations inside and outside of office/clinic setting. Repetitive motion of upper body required for extended use for event setup. Ability to exercise good judgment and positively influence and lead others, including handling confrontations with poise and efficiency.

**Work Environment:**

Environmentally controlled medical office environment. This position requires frequent travel throughout the community. Weekend and evening are frequently required for this position. Fast paced environment with occasional high pressure or emergent situations.

**Other Duties:**Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. The employer retains the right to change or assign other duties to this position.

**I have read the job description and meet or exceed the qualifications to fulfill this position. I agree to follow the Company’s policies, procedures and rules. I accept the responsibilities listed above and attest I am willing and able to perform the essential functions of the job.**

Employee Name (please print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employee Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:

Supervisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: