

Indiana Hospital Association is a nonprofit organization that serves as the professional trade association for more than 170 Hoosier hospitals. The mission of IHA is to provide leadership, representation, and services in the common best interests of its members as they promote the improvement of community health status. IHA's primary responsibility is to represent the interests of hospitals in matters of public policy. IHA also provides members with education, communications, and data collection services.

Title: Digital Content Strategist

Status: Salary, Exempt

Reports to: VP Communications & Federal Relations

Supervisory Responsibilities: None

Prepared Date: August 2019

Position Summary: The Digital Content Strategist works closely with the VP of communications and federal relations and the government relations team to create positive awareness of and advance IHA's policy and legislative advocacy goals through communications, with an emphasis on web and digital media. The content strategist develops, plans and creates content for the web and social media with the goal of showcasing the contributions of hospitals and health systems in Indiana. The position also develops campaigns to raise awareness of and generate support for issues impacting member hospitals among key stakeholders including legislators, employers and the public. Requires experience in creating compelling content for the web, and social media. Must be knowledgeable about Google analytics and other tools to set goals, track progress and measure campaign effectiveness. The position also assists the VP of communications and federal relations in the development of member communications and other projects.

Core Responsibilities:

Essential functions include but are not limited to the following:

- Responsible for developing, creating and posting engaging content on the web site and on IHA's social media platforms to highlight the achievements of Indiana hospitals.
- Works closely with the government relations team to understand legislative and regulatory issues impacting member hospitals.
- Plans, develops and posts content to raise awareness of and gain support for IHA's legislative agenda among key stakeholders.
- Manages IHA's web site and social media accounts including Twitter, Facebook, and LinkedIn, to ensure content is current, consistent and accurate.
- Creates digital and web content including text, graphics and video
- Responsible for keeping current on emerging web and social media trends and tools.
- Develops regular reports using Google analytics and other tracking and measurement tools to assess web site use, social media channels and campaign effectiveness

- Regularly review news outlets and consumer and industry publications for articles and content for use in digital media campaigns and other Association communications.
- Assist other IHA team members in the creation and dissemination of information being communicated to the membership and other stakeholders
- Strong interpersonal skills, the ability to meet deadlines and provide follow through.
- Maintain IHA's archive of digital assets, including photographs and video footage
- Assist with monitoring and tracking media coverage
- Assist with public relations and media relations initiatives as needed

Education and Experience:

- Bachelor's degree in communications, marketing, or related field
- Understanding of the legislative process; Experience in government a plus.
- 3-5 years' experience in journalism, corporate communications, or similar field. Prior experience in health care and/or trade association preferred.

Requirements: *The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Knowledge, Skills, and Abilities:

- Must have the ability to build strong relationships and serve as a resource to Member hospitals and all members of the IHA team
- Knowledge of a content management system (CMS) such as word press, including the ability to keep the web site current, post photos, video and graphics
- Demonstrated ability to create compelling content - - written, graphic and video -- for the web and other social media channels
- Knowledge of Hoot Suite, or comparable tool, to manage social media posts
- Understanding of google analytics and other tools and the ability to use data to inform content strategy
- Ability to set goals, design campaigns, create content and track results
- Ability to set priorities and handle multiple, sometimes competing tasks and projects

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Normal office environment

- The noise level in the environment is moderate
- Hours generally Monday – Friday, 8:30 a.m. – 5 p.m., with some flexibility on start and end time. Additional hours as necessary to complete job. requirements.
- Travel is limited but may include travel to member hospitals

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.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job the employee is regularly required to sit, talk, and hear. The employee is frequently required to stand, walk, reach with hands and arms, and use hands to finger, handle, or feel. The employee is occasionally required to lift to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform any other related duties as may be required by their supervisor.