

Digital Communications Manager

Job Overview

A leading health policy and advocacy firm, Strategic Health Care is seeking a **Digital Communications Manager**. You will play a crucial role in shaping the company's online presence. You'll collaborate with health policy experts to develop content, develop digital strategies, and oversee various communication channels. Your goal is to create engaging content, drive audience engagement, and ensure consistent messaging across digital platforms. By developing compelling, provocative, fact-based content, you'll play a role in shaping the health-care decisions being debated in Congress and state legislatures across the country. The position is based in Washington, D.C. with a flexible WFH schedule. Salary is commensurate with experience. Full company benefits are provided, including health insurance.

Responsibilities

1. **Content Strategy and Execution:**

- Develop and execute digital communications plans aligned with business objectives.
- Create compelling copy for various digital channels, including website, social media, and email campaigns.
- Manage content calendars, ensuring timely and relevant updates.

2. **Web and Social Media Management:**

- Plan and execute web, email and social media campaigns.
- Conduct social media and web behavioral analysis.
- Leverage Google Analytics and other tools for reporting and optimization.

3. **Community Building and Engagement:**

- Monitor websites and social media sites to identify trending topics requiring content development.
- Leverage existing sources of information to identify related materials (new legislation, new coalitions, etc.) to build client engagement.
- Facilitate communication and engagement among clients via exclusive web portal.

4. **Opposition Research**

- Monitor websites and social media accounts of anti-hospital organizations to identify negative narratives against hospitals.
- Identify the source of trending topics and link conversations to show relationships among organizations. Develop means to systematically source and catalog information promoted by opposition groups.

5. **Skills and Qualifications:**

- Bachelor's Degree in Communications, Marketing, Journalism, or related fields.
- Proficiency in HTML, SEO.
- Experience with content management systems (CMS) and WordPress.
- Familiarity with AP Style, public relations, and media engagement.
- Strong analytical skills using tools like Google Analytics.
- Strong writing and organizational skills, with the ability to work in a fast-paced environment.

6. **Experience.**

- Experience in digital communications, content management or related roles on a political or grassroots advocacy campaign.
- Congressional staff/health policy experience a plus.
- Proven relationship-building skills with senior partners.
- Ability to collaborate with staff to maintain a content pipeline.
- Understanding of client business operations and marketing.

To apply for this position, submit your resume to Leigh Maltby at careers@shcare.net. Please make the subject line of your e-mail "Digital Communications Manager Application."