

Online and New Media Specialist

Health Partners, a leading managed care organization serving over 170,000 Medical Assistance and CHIP members in the Greater Philadelphia region, is seeking a full-time Online and New Media Specialist to work in its Corporate Communications and Public Affairs department.

General Description: Develop communication programs/materials, including, but not limited to websites, social media, text campaigns, blogs and emerging technologies to expand Health Partners' use of online, cellular and emerging media in an effort to better serve its constituents. Research trends/opportunities, develop strategies and contribute creative insight. Write copy, oversee design, coordinate approvals and work with outside departments and regulatory agencies. Incorporate with Health Partners overall communications efforts to support growth, improve customer service and manage risk, including contributing written content and creative guidance for internal and external materials, events and outreach.

Primary Responsibilities:

- Research, develop strategies, obtain approvals and implement effective/expanded use of online/new media to support Health Partners goals, including:
- Manage/grow existing websites and intranet content
- Guide launch of social/new media programs such as Facebook, Twitter, YouTube, smart phone applications, etc.

- Oversee design/graphics
- Shoot and edit video content for online media and other uses
- Research/oversee online/social media monitoring services and effectively use information in program development
- Work collaboratively with and seek approvals as needed from communications team and outside departments, including IS, Health Care Management and Provider Network Management, on materials/programs
- Work with compliance and legal departments on regulatory approvals
- Support the use of consumer feedback in refining Health Partners strategies/operations

- Monitor emerging trends in online/electronic media and develop strategies for effective use
- Coordinate ongoing staff training in new technologies and related opportunities/risks

- Partner with outside organizations and represent Health Partners in a positive manner.
- Incorporate content/strategy and assist in the development of various internal and external communications

materials/programs, including, but not limited to newsletters, brochures, fliers, event invitations and press materials.

Key Job Requirements: Education: Bachelors degree in such areas as communications, journalism, public relations, digital media or marketing strongly recommended. Three-to-five years business experience in:

- Website and interactive content development, including writing and design management
- Developing social media programs/content
- Using above technologies to engage audiences with tangible ROI
- Managing the risk associated with online and other interactive technologies
- Collaborating successfully across a multi-faceted organization
- Experience in health care or other highly regulated industries preferred

Skills/Abilities:Excellent writing, editing and proofreading skills. Passion for/knowledge of new and emerging technologies. Excellent interpersonal, organizational and communication skills. Ability to multi-task. Strong attention to detail. Creative, strategic thinker; able to recognize/take advantage of opportunities. Interest in/understanding of public health issues. Microsoft Office, Adobe Photoshop, HTML, video editing and web-based authoring tools a plus. Qualified candidates should visit the career section of www.healthpart.com to apply for this position.