Position Overview:

The Marketing and Social Media Writer is responsible for writing and editing content for programs, services, social media and special projects for the various audiences of HLC; implements print, electronic and other communications; and collaborates in developing, implementing and supporting HLC programs, services and initiatives as assigned.

Duties and Responsibilities:

- Contributes to strategic communications to promote HLC programs, events and initiatives.
- Evaluates the performance of communications campaigns using quantitative and qualitative data and incorporates findings into strategic communications planning.
- Creates and implements HLC's social media strategies.
- Manages production schedules for communications projects, working with other HLC staff members and vendors.
- Writes and edits compelling, accurate and information-rich content for the various audiences of HLC.
- Establishes and disseminates print, electronic and other communications to HLC constituencies.
- Identifies and maintains relationships with external service providers and vendors to fulfill HLC projects and needs.
- Collaborates with other team members in the creation of multimedia communications.
- Participates in HLC meetings and committees as required.
- Communicates directly and frequently with internal and external stakeholders.
- Participates in orientation and training of staff.
- Embraces new work challenges and technology.
• Provides support for the Communications Department.

• Maintains technology skills needed for position and adapts to technology changes as required.

• Performs other duties as assigned.

Qualifications and Competencies:

• Bachelor’s degree required in English, communications or related field.

• A minimum of two years’ experience working in communications in a dynamic, high-volume environment is required.

• Regulatory or association experience preferred.

• Understanding of or willingness to learn communications strategy.

• Ability to quickly adapt writing to an organizational voice.

• Excellent editing and writing skills.

• Ability to organize multiple layers of copy and maintain consistency in voice.

• Experience with standard office software and technology, including website content management, HTML and CSS for responsive website design, online form and survey tools, print layout software, social media platforms.

• Ability to work independently as well as in a team environment.

• Strong attention to detail.

• Demonstrated ability to effectively organize, prioritize and manage a high-volume of assignments in a timely manner and within timelines, often with frequent interruptions.

• Strong interpersonal communication, diplomacy, and relationship-building skills to establish and maintain effective working partnerships with volunteers and other staff members.

Employee Signature: ________________________________ Date: ________________

MM/DD/YYYY