

Digital Marketing Assistant

InSight Telepsychiatry – Marketing and Communications Department

Position Summary

InSight Telepsychiatry is looking for a well-rounded individual with relevant marketing and communications experience and an interest in growing with our organization to serve as our Digital Marketing Assistant. This position is primarily responsible for supporting the Business Development Coordinator in designing, formatting and implementing multimedia marketing materials and advertising campaigns in addition to tracking, analyzing and reporting on marketing metrics. This entry-level position will work on a mix of tasks that support the marketing team and InSight as a whole.

Organization Overview

InSight is the leading national telepsychiatry service provider organization with a mission to increase access to quality behavioral health care through telehealth. InSight's behavioral health providers bring care into any setting on an on-demand or scheduled basis. With over 18 years of telepsychiatry experience and an active footprint in telepsychiatry-related advocacy, InSight is recognized as an industry thought-leader. InSight is the telemedicine arm of the CFG Health Network, a behavioral health organization that delivers onsite services across the spectrum of care. These roots in onsite care influence InSight's approach to appropriate, quality services delivered through telehealth. www.InSightTelepsychiatry.com

Job Responsibilities

- Design, implement and track advertising campaigns via Facebook, Google, LinkedIn and other advertising platforms
- Create, send and track lead generation messages through Salesforce Marketing Cloud
- Assist with weekly tasks to improve and track SEO
- Design, create and format multimedia marketing materials including ads, email blasts, social media content, videos, handouts, workflow signs and giveaways
- Organize and project manage monthly data deep-dive meetings on rotating topics including social media, website content and newsletters
- Create and maintain organizational listings and provider profiles in online directories
- Update website content using WordPress
- Oversee data tracking, analytics and reporting on marketing metrics
- Assist with content ideas, writing and editing content for social media, press releases, handouts, email blasts, ads, whitepapers, etc.
- Contribute to conference data tracking, including ROI analysis and contact sourcing on Salesforce
- Support plans for creating and editing new video content
- Manage and track budget for ads and promoted posts
- Assist with refining Salesforce fields and encouraging data integrity
- Support the marketing team with internal communication projects, including the roll out of new communication tools and channels
- All other duties as assigned

Job Requirements

- Bachelor's degree
- Experience with design programs including InDesign, Photoshop and/or Illustrator
- Strong organizational and time management skills
- Excellent oral and written communication skills
- Ability to work on multiple projects and shift priorities when needed

Ideal Candidate

- Graphic design skills (InDesign and Photoshop proficiency are strongly preferred)
- Data analysis skills
- Experience with SEO
- Experience managing advertisements for a business organization (Google AdWords, Facebook Ads, LinkedIn Ads)
- Web design and HTML skills (WordPress)
- Experience with video editing and animation
- Experience using Salesforce
- Interest in behavioral health and/or telemedicine
- Comfortable working with a remote team

Logistics

- Full-time position available August 2017
- Position based in Washington, DC (Dupont Circle)
- Reports to Marketing Manager, supervised by Business Development Coordinator

To apply, please send your resume and a customized cover letter to asinclair@in-sight.net.

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 stand, walk, and talk or hear. The employee frequently is required to use hands to finger, handle, or feel objects, tools, or controls; reach with hands and arms; and climb or balance. The employee is occasionally required to sit and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and the ability to adjust focus.

EOE M/V/F/D