

Marketing and Communications Ambassador

InSight Telepsychiatry – Marketing and Communications Department

Position Summary

InSight Telepsychiatry is looking for an ambassador to remotely support and collaborate with the marketing and communications department based in Washington, DC. This program suits an ambitious individual with an interest in behavioral health care, and will allow the ambassador to contribute to a variety of marketing and communications strategies including blog management and outreach ([Inpathy Bulletin](#)), social media strategy, SEO monitoring and digital advertising.

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

Responsibilities

- Create a monthly budget and article topics for InSight's wellness blog, *The Inpathy Bulletin*
- Edit and post articles to wellness blog
- Conduct research and outreach to mental health blogs and other media outlets interested in republishing *Bulletin* articles
- Create and develop relationships with mental health blogs and media outlets to share content
- Contribute to social media strategy
- Utilize SEO tools to monitor website and crawl issues
- Develop and implement link building strategy
- Research and analyze competitor links and keywords
- Research and implement search engine optimization recommendations
- All other duties as assigned

Requirements

- Excellent written and oral communication skills
- Time management and organizational skills
- Research skills
- Comfortable working independently and with a remote team
- Experience or familiarity with behavioral health, healthcare and/or telemedicine

Ideal Candidate

- Experience with WordPress
- Experience with SEO
- Experience with blog writing, content creation or editing
- Interested in a career in marketing or communications
- Passion for behavioral health, health care and/or telemedicine

Logistics

- Duration: 10 weeks (Late September- Early December)
- Hours: 10 flexible hours a week (at least 8 hours need to be during regular business hours)
- Location: Remote work
- Compensation: Stipend
- Reports to Education Coordinator

To apply, please send your resume and a customized cover letter to asutton@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