

Marketing Assistant

InSight Telepsychiatry – Marketing and Communications Department

Position Description

InSight Telepsychiatry is seeking a well-rounded individual with relevant marketing and communications experience, and an interest in growing within the organization as our marketing and communications assistant. This individual will work on a mix of tasks, which 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.Inpathy.com

www.InSightTelepsychiatry.com

Job Responsibilities

- Design, implement and track advertising campaigns via Facebook, Google, LinkedIn and other platforms
- Produce, send and track lead generation messages through Salesforce Marketing Cloud/Hubspot
- Generate and maintain organizational listings and provider profiles on online directories
- Update website content (using Wordpress)
- Design, create and format multimedia marketing materials, including ads, email blasts, social media content, videos, presentations, handouts, workflows signs and giveaways
- Organize and project manage monthly "data deep-dive" meetings on rotating topics, including social media, website content, newsletters and other outreach campaigns
- Assist with data tracking, analytics and reporting on marketing metrics
- Help with content ideas, editing and writing content for social media, handouts, email blasts, ads, etc.
- Provide additional support for weekly tasks to improve and track SEO
- Contribute to conference and event planning, logistics and ROI tracking
- Assist with plans for creating and editing new video content
- Provide assistance with budget tracking, especially for ads and promoted posts
- Help refine Salesforce fields, encouraging data integrity
 - o Other duties, as assigned

Job Requirements

- Bachelors degree

- Excellent oral and written communication skills
 - o Ability to adjust messaging to different audiences
- Experience with design programs, such as InDesign, Photoshop and/or Illustrator
- Strong organizational skills
- Ability to be flexible and shift priorities when needed

Ideal Candidate

- Data analysis skills
- Experience with SEO
- Knowledge of managing advertisements for a business or organization (Google AdWords, Facebook Ads, LinkedIn Ads)
- Web design and HTML skills
- Familiar with video editing and animation
- Understanding of Salesforce
- Interest in behavioral health and/or telemedicine
- Experience using Wordpress
- Comfort working with a remote team
- Proficient at Excel

Logistics

- Position available January 15, 2018 (will check this)
- Full time
- Position based in Washington DC (Dupont Circle)
- Reports to Business Development Coordinator

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