

Partner Communications Associate

InSight Telepsychiatry – Marketing and Communications Department

Position Summary

InSight is seeking a communications-savvy, ultra-organized partner communications associate to work out of its Washington DC office and connect regularly with a national team of colleagues. The individual will use their communications skills to add value to InSight's partnerships and educate others on telepsychiatry. The partner communications associate will be primarily responsible for promoting InSight's telepsychiatry programs and partnerships, coordinating policy and advocacy related communications and overseeing audience-specific content for InSight's operations team, partners (customers) and strategic alliances. InSight's partners include hospitals, health systems, Accountable Care Organizations (ACOs), community mental health centers, correctional facilities, universities, insurance companies, employers and primary care facilities. This fast-paced position is the perfect fit for an individual looking to grow with a rapidly expanding health care organization. www.InSightTelepsychiatry.com

Job Responsibilities

- Provide customized promotional support to InSight partners including:
 - o Write press releases, articles, presentation abstracts and Prezis to announce new programs and highlight existing partners
 - o Create educational handouts and training materials
 - o Develop and share relevant social media, blog and newsletter content
 - o Assist with award nominations for partners through InSight own awards program and other external award opportunities
 - o Develop cross-promotional presentations and resources
- Oversee policy-related communications and advocacy campaigns
 - o Work with compliance and account management teams to monitor hot regional and national topics
 - o Craft necessary communications, including announcements, letter writing campaigns, educational content and responses to proposed regulations
 - o Coordinate advocacy campaigns and outreach to relevant partners
- Operational Support
 - o Work with operations to maintain a database of email templates, meeting agendas, customizable workflows, implementation checklists, FAQ documents and other partner-relevant materials to ensure that we are always presenting InSight according to our brand standards
- Work with the operations, quality and sales team on projects related to partner engagement, including:
 - o Facilitating partner participation at conferences or events
 - o Creating a partner communications guidebook for internal team members
 - o Promoting continued education opportunities for staff at partner sites
 - o Developing a partner referral program
 - o Other special projects
- Build and maintain relationships with relevant contacts at partner organizations
 - o Represent the marketing and communications department on applicable partner meetings

- Track partner information, communications and engagement in Salesforce
- Coordinate internal celebrations of partner and operational related successes
- Collaborate with other communications team members to create and implement editorial calendars and strategies for InSight's multiple streams of communications
- Help manage InSight's relationship with an external PR firm focusing primarily on the promotion of partner and advocacy related topics in news media
- Craft and maintain relevant language for InSight's crisis communication plan
- All other duties as assigned

Job Requirements

- Bachelor's degree in relevant area
- 2-3 years of applicable work experience in healthcare communications, marketing or policy
- Excellent written communication skills
- Professional demeanor
- Independent worker
- Demonstrated organization and time management skills
- Demonstrated ability handling multiple and shifting priorities
- Comfortable working with a remote team

Ideal Candidate

- Interest and experience in telehealth and mental health care
- Experience working in or with one or more of InSight's defined partner audiences
- Experience using design programs including Photoshop and InDesign
- Interested in growing with an expanding organization

Logistics

- Position available immediately
- Position based in Washington DC (Dupont Circle)
- Full time
- Potential opportunity for telework or flex schedule 1-2 days per week
- Reports to InSight's Marketing and Communications Manager

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