

Marketing Coordinator

InSight Telepsychiatry – Marketing Department

Position Summary

InSight Telepsychiatry is looking for a well-rounded individual with relevant marketing experience and an interest in growing with our organization to serve as our Marketing Coordinator. This position is primarily responsible for supporting lead generation by designing, formatting and implementing marketing campaigns in addition to tracking, analyzing and reporting on marketing metrics. This 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 transform access to quality behavioral health care through innovative applications of technology. InSight has two decades of experience with telepsychiatry, and serves hundreds of organizations across the country with its on-demand, scheduled, connected services and Inpathy divisions. InSight is uniquely positioned to offer scalable telepsychiatry services in settings across the continuum of care. InSight has a diverse provider team, a robust internal infrastructure and a history of adapting its programs to fit the needs of a variety of different settings and populations. www.InSightTelepsychiatry.com

Job Responsibilities

- Design, implement and track advertising campaigns via Facebook, Google Ads, LinkedIn and other advertising platforms
- Create, send and track lead generation email messages through Salesforce Marketing Cloud
- Assist with weekly tasks to improve and track SEO
- Create and update data dashboards using Microsoft Power BI
- 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
- Update website content using WordPress
- Oversee data tracking, analytics and reporting on marketing metrics
- Assist with content ideas, writing and editing content for handouts, email blasts, ads, whitepapers, etc.
- Updating and maintaining a database of industry and competitor information
- Contribute to conference data tracking, including ROI analysis and contact sourcing on Salesforce
- Support plans for creating and editing new multimedia content
- Manage and track advertising and materials budget
- Assist with refining Salesforce fields and encouraging data integrity
- Support the communications team in internal and external communication projects
- Collaborate with the communications team on marketing projects
- Support other departments as assigned
- All other duties as assigned

Job Requirements

- Bachelor's degree in marketing, or related field
- 3+ years of related experience
- Experience with design programs including InDesign, Photoshop and/or Illustrator
- Strong organizational and time management skills
- Excellent oral and written communication skills
- Ability to be flexible 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

- Available February, 2019
- Full time
- Position based in Washington, DC
- Reports to the Marketing 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