

Marketing and Communications Consultant

7/14/2014

Columbia Health, the on-campus health services at Columbia University, seeks a motivated communications and marketing consultant for a creative, busy Health Communications team. This position will begin immediately.

Responsibilities

Under the supervision of the Marketing and Communications Manager, the incumbent will be responsible for the:

- Development of project-specific communications tools (e.g., print, digital, and social channels); write copy, plans presentations, and other materials, as needed.
- Successful execution of marketing programs and initiatives for internal health clients in medical services, mental health, health promotion, disability access, and sexual violence prevention.
- Development of internal client relationships, working collaboratively with in-house design creative team members.
- Manage client deliverables with marketing team and/or outside vendors.
- Work closely with in-house communications team to evaluate and track communications and/or marketing campaigns to ensure they are meeting expectations; adjust as needed.

Qualifications and Skills:

- 1) 5-7 years of marketing experience – planning and executing promotional and communications initiatives;
- 2) 3-4 years project management in the healthcare, public health, community-based organization, or higher education field; experience working with designers; print or other production vendors; internal clients or customers; student staff;
- 3) 2-3 years of communicating website and other digital channel, using customized WYSIWYG/Content Management System (i.e., DRUPAL, Wordpress);
- 4) 2-3 years of experience with contributing content for digital (e.g., social media, websites; email) and print materials (e.g., brochures, pamphlets and other educational collateral).

Skills Needed:

- Creative strategic communications thinker and project manager;
- Excellent writing, editing and proofreading skills;
- Strong experience with Web Content Management Systems (DRUPAL 6.7 or Wordpress) and Web management tools (Google Analytics);
- Excellent Client/customer service; interpersonal skills
- Proficiency with MS Office and PC Operating System (Windows, Word, Excel)
- Ability to work in team setting or independently on assigned projects.

How to Apply:

Send cover letter, resume and at least two (2) writing samples to the Marketing and Communications Manager at pt2245@columbia.edu.