

## JOB DESCRIPTION

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**Job Title:** Marketing Specialist

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Closing Date: March 9, 2021 or until filled

Apply: [jobs@schc.net](mailto:jobs@schc.net), please state which job you are applying for

Contact: Kelsie Bolaño 385-955-6539

Location: Salt Lake City, UT

The Marketing Specialist will play a critical role in enabling SCHC to reach and serve our current and potential patient base. The ideal candidate has a minimum of 2 years of digital marketing experience but is hungry to learn new skills and tackle new projects. This role requires collaboration with our admin team, internal departments, and our external marketing agency to execute approved strategies and provide support. The Marketing Specialist is the key internal liaison and is responsible for ensuring flawless execution of key deliverables as they pertain to the internal marketing plan. This position requires a strong foundation in marketing, branding and communication principles. There is significant growth potential in this position for the right candidate who is highly self-motivated and passionate about producing good marketing products.

Sacred Circle Healthcare (SCHC) is an incredibly unique organization owned by the Confederated Tribes of the Goshute Reservation and we are redefining compassionate healthcare for underserved populations in Utah. As we are experiencing rapid growth, we are seeking a Marketing Specialist to play a critical role in enabling us to reach and serve our current and potential patient base.

**Status and Schedule:** This is a full-time position, days and hours of work are Monday through Friday 8:00am to 5:00pm, flexibility needed for occasional night or weekend work as job duties demand

**Benefit Eligibility:** This position is benefit eligible for medical, dental, vision, 401k, PTO, and paid holidays

**Supervisor:** Financial Officer

**Major Responsibilities/Tasks:**

- Fulfill internal marketing requests and coordinate agency fulfillment.
- Monitor campaign analytics and tracking.
- Create and schedule social media posts and monitor/report on engagement.
- Serve as internal brand ambassador.
- Assist with creation/refining marketing processes.

- Meet with department heads to identify departmental marketing needs.
- Work with agency to ensure approval/timely deployment of ad campaigns.
- Gather and create campaign reporting.
- Assist with small internal design requests.
- Write and deploy email campaigns.
- Assist with website content updates.
- Assist in managing marketing budgets.
- Assist with special projects and other duties as requested.

### **Why do our employees want to work for SCHC?**

- SCHC loves being a force for good!
- Incredible staff and organization committed to helping lift both patients and employees.
- Work life balance with paid time off
- Career development and advancement opportunities
- Supportive management who is invested in your future growth.
- Positive team environment

### **Required Skills and Qualifications**

- Proficiency with Adobe Photoshop, InDesign, Illustrator, and Premiere
- Excellent communication and writing skills.
- Experience updating content with websites (WordPress preferred)
- Email marketing program experience (Active Campaign preferred)
- Excellent time management skills with a proven ability to meet deadlines.
- Ability to prioritize tasks.
- Experience with email automation
- Experience with Google analytic preferred
- Writing samples and portfolio requested

### **EDUCATION:**

Bachelor's Degree in marketing, design, communications, or related field

### **EXPERIENCE/REQUIREMENTS:**

Minimum of 2 years professional marketing experience

Minimum of 1 year of experience managing professional social media accounts and online presence.

2 Professional recommendations, identifying quality work and a positive team attitude.

Experience in working with underserved communities is a plus!

### **PHYSICAL/MENTAL DEMANDS:**

This job requires prolonged sitting, some bending, stooping and stretching. It also requires eye-hand coordination and manual dexterity sufficient to operate a keyboard, photocopier, telephone, calculator, and other office equipment. Requires normal range of hearing/eyesight/voice projection to record, prepare, and communicate appropriately. Requires occasional lifting up to 50 pounds. Most work

is performed in an office environment; however, routine clinical operations monitoring may involve exposure to infectious, communicable diseases and hazardous materials, waste gases and blood and body fluids. Frequent exposure to water and chemicals used in disinfection/sterilization process. Exposure to noisy equipment. The job requires significant travel.

**PHYSICAL DEMANDS/WORKING CONDITIONS, ESSENTIAL FUNCTIONS:**

✓ Manual Dexterity	✓ Full range of body motion to maneuver weight of patients
✓ Standing, walking	✓ Reach above shoulder
✓ Repetitive arm/hand movements	✓ Color vision
✓ Exposure to communicable diseases	✓ Sight Acuity – far, near, depth perception
✓ Sitting for long periods of time	✓ Exposure to blood borne pathogens
✓ Ability to work under stress, or in emergency situations	✓ Reaching, bending, stooping, kneeling, crawling
✓ Hear alarms/telephone/tape recorder	

Please go to [sacredcirclehealth.com](http://sacredcirclehealth.com) and complete an application and email your resume to [jobs@schc.net](mailto:jobs@schc.net). SCHC and the Confederated Tribes of the Goshute Reservation gives preference to qualified American Indian/Alaskan Native applicants.