



SOCIETY to
IMPROVE
DIAGNOSIS in
MEDICINE

Job Description – Communications Manager

Title: Communications Manger

Supervised by: Senior Marketing and Communications Manager

Status: 1FTE, exempt, employee

Location: Remote

Date: March 2021

Our Organization

The [Society to Improve Diagnosis in Medicine](#) (SIDM) is a non-profit that catalyzes and leads change to improve diagnosis and eliminate harm from diagnostic error, in partnership with patients, their families, the healthcare community, and every interested stakeholder.

The Position

The Communications Manager will be part of the SIDM marketing and communications team. The ideal candidate will be able to design and deploy strategic internal and external communications and content within all media platforms. The ability to communicate effectively in written and oral communications is a must. The ability to take knowledge and transform it into existing and useful messages and disseminate it to the right audiences through the best distribution channels is critical. The ideal candidate will be eager to tackle the challenges of developing content that helps build SIDM's recognition in the field of diagnostic error in medicine and have a passion for SIDM's mission.

Responsibilities

Strategic Marketing and Outreach

- Collaborate and support colleagues around all strategic communication activities including programmatic efforts, partnership engagement, and constituent outreach.
- Identify, track, and analyze measurements for communication activities and routinely analyze communication performance.
- Develop strategy for and implement automated campaigns to increase user engagement and improve user experience.
- Manage email list maintenance and quality, overseeing communication efforts to improve deliverability by maintaining best practices.

Design and Branding

- Understand, translate, and implement SIDM's voice, brand, and style guidelines.
- Design and publish digital and print marketing materials (one-pagers, web graphics, pamphlets, toolkits, whitepapers, infographics, development materials, etc.).

Writing and Content Creation

- Provide direction and oversight in the research, writing, and editing of media kits, website content, newsletters, fact sheets, press releases, reports, and op-ed pieces collaboratively within SIDM.
- Manage process and implementation for SIDM digital publications, including newsletters.



- Work with SIDM staff to design fundraising materials and membership materials.

Web Development and Strategy

- Identify target audiences and create strategies to effectively engage them and ensure digital marketing content aligns with SIDM's identity, message, and with the company's wider goals.
- Work closely with leaders and executives to develop and strengthen engagement activities and devise a web and social media content strategy.
- Work with SIDM committees to incorporate their content recommendations into the site in an appropriate and user-friendly way.
- Monitor web analytics and establish heatmaps to understand user action and make changes to improve user experience.
- Keep up to date with industry best practice and monitor content trends and activities.

Media Relations

- Write press releases and manage media outreach through Cision.
- Fulfill requests by external organizational and media for information, materials, etc.
- Support planning and strategy for PR events and campaigns.

Other

- Actively participate in required conferences, educational programs and staff meetings.
- Update knowledge by participating in educational opportunities; maintaining networks; participating in professional organizations.

Education

- Bachelor's degree in required; communications, marketing, journalism or related field is preferred

Experience

- Five to seven years of work experience in a related field.
- Experience in non-profit, mission-driven organizations (healthcare focus is a plus).

Skills and Abilities

- Proficiency in Microsoft Office/Microsoft 365 programs.
- Ability to prioritize and balance multiple projects on time and with a high-level of attention to detail.
- Experience publishing with a CMS system such as WordPress.
- Conceptual, creative thinker with excellent storytelling, writing, and interviewing skills.
- Experience working with a CRM database, Neon is a plus.
- Proficiency with graphic design software, Illustrator is a plus.
- Strong team player that is solution-oriented.
- High degree of flexibility, a collaborative spirit, and willingness to learn from others.



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Work Environment

- Virtual office. Occasional out of town travel is required.
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- Smoke- and drug-free environment.
- Some work at off-site locations may be required and those may not necessarily be fully accessible.
- This role routinely uses standard office equipment such as computers, phones, and scanners. Employee is regularly required to talk, hear, see, and communicate effectively via computer.
- SIDM is an equal opportunity employer and seeks to employ qualified individuals based on individual merit. SIDM does not discriminate against any individual with respect to the terms and conditions of employment based on that individual's race, sex, age, religion, color, national origin, disability, genetic information, marital status, veteran status, sexual orientation, gender identity or expression, housing status, or any other non-merit factor protected under state, local or federal laws. Equal Employment Opportunity applies to all personnel actions such as recruiting, hiring, compensation, benefits, promotions, training, transfer, termination, and opportunities for training. SIDM is committed to a fair and equitable workplace where everyone is a respected and valued member of the team.

Compensation

- We offer a compensation package that includes health, dental, and 403(b) retirement account.
- Salary range for this position is \$50,000-\$60,000, depending on experience and qualifications.

To Apply

Please submit resume, cover letter, and writing sample to careers@improvediagnosis.org with the subject line "Communications Manager - your last name, first name." Indicate in your email where you heard of the position opening.