



Job Description

Marketing Communications and Social Media Specialist

Company Overview

Believe.

Call us crazy but here at GPMF Holdings we firmly *believe* that information technology can have a profound impact on the healthcare system. We *believe* that IT can help deliver the right care, at the right time, at the right cost, and improve the clinical experience in the process.

GPMF Holdings has created a healthcare technology ecosystem dedicated to developing and implementing the processes and technologies that make the delivery of healthcare better for patients and providers alike. Each member of the GPMF family of companies shares a common belief in the healthcare quadruple aim; enhancing the patient experience, improving population health, reducing costs, and improving the work life of doctors and nurses.

GPMF Holdings is made up of the following companies:

- VertitechIT – Infrastructure Design and Implementation
- Nectar Strategic Consulting – Digital Health Strategy
- baytechIT – Managed Services
- Liberty Fox Technologies – Software Application Development and Consulting
- akiro – Healthcare Business and Financial Advisory Services

We *believe* the companies in our unique healthcare ecosystem can make healthcare better. Healthcare focused. IT minded. *Believe it.*

Role Title

Marketing Communications and Social Media Specialist

If you have a passion for communications and the technical chops to navigate the social media maze, this opportunity may be for you. This position reports directly to the Executive Vice President of Marketing and provides growth opportunities and a career path for a motivated, self-directed, and creative candidate.

Location

United States (preferably east coast)

Role Description

Working alongside other members of the marketing and communications team, the Marketing Communications and Social Media Specialist will help to construct and promote external and internal messaging for our five subsidiary companies. This will include distributing and maintaining of blogs, media releases, and internal employee communications (emails, newsletter, podcasts, etc.). The communications assistant will also be responsible for maintaining a constant digital presence for all entities on LinkedIn, and Twitter where appropriate. To say the least, this is a “hands-on the



keyboard” position but requires the talents of a curious individual who is excited to learn and become a part of the ever-expanding healthcare industry.

Responsibilities

Responsibilities include but will not necessarily be limited to:

- Twitter:
 - Generate weekly tweet and re-tweet schedule
 - Topic Meetings each Monday
 - Write copy and submit for approval
 - Program weekly tweet schedule
- LinkedIn:
 - Repost and generate new content to maintain freshness and relevance
 - Manage posting to several executive LinkedIn pages
- Blog/Internal Podcast/Newsletter:
 - Research relevant blog content and draft regularly scheduled posts for approval
 - Write and distribute email to staff promoting posts/news
- Public Relations:
 - Formulate and distribute media releases
 - Follow-up
- Reporting:
 - Prepare Google Analytics report on web traffic (monthly)
 - Monitor keyword rankings

- Assist with other communications and public relations duties as required

Skills

Successful candidates will have creative writing skills, knowledge and/or curiosity and experience in the healthcare and technology industries, and proficiency in the following:

- Microsoft Office 365 Suite (Word, Excel, PowerPoint, Outlook)
- Google Analytics/Google Search Console/Google Data Studio
- Business Manager Tools for:
 - LinkedIn
 - Twitter

And be familiar with:

- Adobe Illustrator and Photoshop
- MailChimp
- Buffer
- Greenshot

Compensation and Benefits

We’re offering a competitive salary (depending on your experience) with an unlimited vacation day policy (yes, you read that right), a matching 401k plan, company-paid health insurance (you read that right too), and a great team-oriented work environment.

[Click here to apply.](#)