Sr. Communications Coordinator

SCNM is a school of medicine and health sciences grounded in naturopathic principles. Dedicated to the ideal that everyone deserves high quality health care, we engage students in rigorous innovative academic programs, discover and expand knowledge, and empower individuals and communities to achieve optimal health. Naturopathic physicians diagnose, treat, and help prevent diseases using a system of practice that is based on the natural healing capacity of individuals. In addition to the medical college, SCNM operates a medical center onsite. Located in Tempe, Arizona, the overall environment is vibrant and dynamic, with passionate students, staff and faculty.

POSITION PURPOSE:
Reporting to the Director of Marketing and Communications, the Sr. Communications Coordinator is responsible for writing, developing and syndicating content. The primary content areas include email campaigns, newsletters, corporate communications and advertisements. The Sr. Communications Coordinator must be an excellent writer and proofreader, have the ability to create motivational and aspirational campaigns, generate human interest stories, create excitement and keep people engaged, and the ability to work well with all levels of the organization. As part of the Marketing Department, this individual creates messaging that is consistent for the SCNM brand and promotes a positive image of the organization.

DUTIES AND RESPONSIBILITIES:

Communications and Marketing

- Develops and/or writes content for print and digital communication channels, including: short- and long-form print pieces, emails, newsletters, magazines, internal communications, websites, advertisements, flyers, digital/print signage, mailings and events.
- Collaborates with the Director of Marketing and Communications and key stakeholders in planning and managing strategic content for major marketing communications projects.
- Interviews a variety of subjects, including current students, alumni, patients, physicians, staff and faculty for press releases, written profiles, testimonials and success stories.
- Develops the editorial line up for each issue of the SCNM magazine, conducts interviews, writes articles and profiles, works with the Director of Marketing and Communications on strategy, and works with the Graphic Designer on layout and production.
- Proofreads long-form and short-form work developed by others prior to publication, and maintains consistent content via a content management system on a daily basis.
- Copyedits and revises work to maintain consistency with the SCNM brand and ensures a consistent voice, tone and message is utilized across communication channels.
- Coordinates closely with Graphic Designer on layout and production on all communications pieces.
- Develops an ongoing content editorial calendar.
- Creates and distributes e-newsletters and email marketing using Constant Contact/ParDot (includes list management, design coordination and email best practices).
- Posts content to website using the content management system (CMS).
- Syndicates content across communications channels including social media outlets, website, newsletters and print vehicles.
Additional Duties

- Works with the Director of Marketing and Communications to execute brand-related copy for the website, social media, newsletters, blogs and email marketing.
- Identifies, interprets and capitalizes on social media trends, and coordinates with the external, digital agency.
- Coordinates administrative and organizational aspects of marketing and public relations projects.
- Provides support for major on-campus events.
- Additional projects as assigned by the Director of Marketing and Communications.

KNOWLEDGE, SKILLS AND ABILITIES:

- Excellent writer, able to adapt tone and style to meet the needs of various communication channels
- Strong copy editor and proofreader
- Experience in developing online and corporate communications
- Experience with Content Management Systems (CMS)
- Experience with email marketing providers such as Constant Contact, ParDot, Mail Chimp, etc.
- Highly organized self-starter
- Ability to work in a fast-paced environment with changing deadlines and priorities while maintaining a positive attitude
- Solid project management and communication skills
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook)

QUALIFICATIONS AND REQUIREMENTS:

- 4-year degree (Journalism, Communications, English, Marketing, etc.)
- 3 to 5 years of direct writing and editing experience in a creative services, corporate communications or marketing environment
- Deep understanding of English language conventions and grammar
- Strong interpersonal skills
- Research savvy
- Proven experience in writing for a variety of audiences and marketing campaigns
- Must be able to provide a variety of written work samples

SCNM is an Equal Opportunity Employer committed to a diverse and inclusive workforce. We consider applicants for all positions without regard to race, color, religion, gender, national origin, age, disability, or any other legally protected status. SCNM is a Smoke-Free campus.

** Once an offer is accepted, all external applicants are subject to a pre-employment drug screen and background check. Offers of employment shall be contingent upon successful completion of the drug testing and background check process.