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.

Reporting to the Chief Information Officer, the Social Media & Communications Specialist is responsible for managing internal and external communications, including monthly newsletters, SCNM’s bi-annual publication, content for SCNM’s websites, SCNM’s social network presence, and email marketing. As a part of the Marketing Department, the Social Media & Communications Specialist helps the team produce a product that ensures consistent messaging for the brand and promotes a positive image for the organization.

**DUTIES AND RESPONSIBILITIES:**

- Create a consistent voice, tone and message across all modes of communication including but not limited to web pages, emails, newsletters, ads, collateral, articles etc.
- Manage the production of the bi-annual publication, SCNM Inspire, including assisting with the editorial line up for each issue, contacting external writers for articles, and working with the graphic designer/sr. communications coordinator
- Develop a speakers bureau
- Create a content plan for the website utilizing best practices for search engine optimization (SEO)
- Assist in developing and executing an SEO strategy
- Add and update content to website using a content management system (CMS)
- Analyze web traffic and make content strategy decisions based on trends
- Manage production of monthly newsletters including the internal newsletter, alumni newsletter, and patient newsletter
- Analyze and evaluate existing and potential social media activities and strategies
- Identify, interpret, and capitalize on social media trends
- Create, manage and lead SCNM presence across social media channels, including, but not limited to Twitter, Facebook, LinkedIn, YouTube and Instagram
- Develop benchmark criteria to measure the effectiveness of social media tactics and programs and implement improvements as required. Report the results to management
- Manage the production/deployment of marketing emails
- Manage major on-campus events
- Coordinate administrative and organizational aspects of marketing and public relations projects
- Additional projects as assigned.
**KNOWLEDGE, SKILLS AND ABILITIES:**

- Highly organized self-starter
- Ability to work in a fast-paced environment with changing deadlines and priorities while maintaining a positive attitude
- Strong interviewing, reporting, editing and copywriting skills
- Experience in developing online communications including website content and social media technologies
- Strong project management and communication skills
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook), Internet navigation and research
- Knowledge of search engine optimization strategies
- Experience with social media management systems such as Hootsuite a plus
- Experience with content management systems such as Umbraco a plus
- Experience with Google Analytics a plus
- Experience with email marketing Automation systems such as ParDot, Constant Contact, Mail Chimp, etc. a plus
- Experience with event management/协调 a plus
- Experience with Photoshop/basic graphic design knowledge a plus

**QUALIFICATIONS AND REQUIREMENTS:**

- Bachelor’s degree (Journalism, Communications, Marketing or English)
- 2-3 years direct writing and editing experience in a creative services, marketing or advertising environment preferred
- Proven experience in writing for a variety of audiences and marketing campaigns
- Or any equivalent combination of education and/or experience

**ESSENTIAL FUNCTIONS AND PHYSICAL REQUIREMENTS:**

- Must be able to sit or stand for long periods of time
- Lift 10-25 lbs.
- Must be able to use auditory, tactile, and visual senses

SCNM is an Equal Opportunity Employer committed to a diverse and inclusive workforce.
SCNM is a Smoke-Free campus.

**Once an offer is accepted, all external applicants are subject to a pre-employment drug screen. Offers of employment shall be contingent upon satisfactorily passing drug testing.**