JOB DESCRIPTION

NCIOM Communications Specialist (Part-Time)

Position Title: Communications Specialist
Department: Communications
Reports To: President/CEO and Communications Director
Hours Per Week: Up to 20 hours
Compensation: $30 per hour
Work Location: Hybrid (Primarily remote, with scheduled in-person attendance required for select meetings, events, and organizational activities. In-person dates will be communicated in advance)

POSITION SUMMARY

The Communications Specialist supports the digital communications, content development, and publication activities of the North Carolina Institute of Medicine (NCIOM) and the North Carolina Medical Journal (NCMJ). This position focuses on maintaining and updating website content, developing and scheduling social media content, preparing email communications, and assisting with the production and promotion of NCIOM and NCMJ publications.

Working collaboratively with the Communications Director, NCMJ Assistant Managing Editor, and other staff, the Communications Specialist helps ensure that organizational information is accurate, accessible, engaging, and consistent across communication channels. The ideal candidate is a detail-oriented communicator with strong writing and editing skills and experience managing digital content, websites, social media, email marketing, and publication materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Website Management and Content Updates

- Maintain and update NCIOM and NCMJ website content using WordPress, ensuring information is accurate, current, and accessible.
- Publish and format website content, including news announcements, event information, blog posts, reports, publications, and other organizational materials.

- Collaborate with the Communications Director and project staff to identify website updates and ensure timely publication of organizational content.
- Assist with organizing and improving website content to enhance usability and increase visibility of NCIOM resources and NCMJ publications.
- Identify opportunities to repurpose existing content for website features, news items, and other digital communications.

2. Social Media Content Creation and Management

- Develop, draft, and schedule social media content for NCIOM and NCMJ platforms, including LinkedIn, Facebook, X, Instagram, and Threads, as appropriate.
- Create engaging social media content to promote NCIOM initiatives, research findings, policy reports, publications, events, partnerships, and organizational announcements.
- Design social media graphics and other digital materials using Adobe Creative Cloud applications, Canva, or similar design tools.
- Translate complex health policy research, reports, and journal content into clear, concise, and engaging content for diverse audiences.
- Maintain social media content calendars in coordination with the Communications Director and relevant staff.
- Monitor social media channels, respond to comments and inquiries as appropriate, and engage with partner organizations to increase visibility and audience engagement.
- Identify opportunities to expand the reach of NCIOM and NCMJ content through coordinated digital communications.
- Maintain familiarity with current and recent NCIOM and NCMJ projects and partners, including relevant health policy issues, state actions, and opportunities for improved connections with partners

3. Publication and Editorial Support

- Assist with proofreading, editing, formatting, and preparing NCIOM reports, policy briefs, task force publications, and other organizational materials.

- Support the NCMJ Assistant Managing Editor with publication-related tasks, including proofreading, formatting, preparing digital content, and coordinating materials for publication.
- Assist with preparing and publishing website content related to NCMJ issues, articles, special issues, and other journal announcements.
- Develop promotional materials and digital content highlighting key findings, articles, authors, and themes from NCIOM and NCMJ publications.
- Repurpose publication content into accessible formats for social media, newsletters, website features, and other communication channels.
- Ensure communications and publication materials

EDUCATION, EXPERIENCE, AND SKILLS

- Bachelor's degree preferred in communications, marketing, journalism, or a related field; equivalent experience considered.
- Experience with WordPress, Mailchimp, and social media scheduling tools.
- Experience with Adobe Creative Cloud, particularly InDesign and Illustrator, and Microsoft Office.
- Strong writing, editing, and proofreading skills, with the ability to translate complex information into clear, engaging content.
- Strong organizational skills and the ability to manage multiple priorities and deadlines.

Preferred: Experience in nonprofit, healthcare, public health, or policy communications; publication support; and digital analytics.

HYBRID WORK ENVIRONMENT

This position combines remote work with in-person collaboration as needed. Attendance at meetings, events, and other organizational activities may be required.

TO APPLY

Send a resume and cover letter in PDF format to Deidre Bishop at deidre_bishop@nciom.org.