



Job Title: Marketing and External Affairs Associate
Department: Member Engagement / Marketing
Reports To: VP, Corporate Communications & External Affairs
FTE: Full-Time

About Healthix:

Healthix is part of a nationwide movement to improve our healthcare system through better access to information. Healthix is the largest public health information exchange (HIE) in the nation, bringing together over 700 healthcare organizations at more than 6,000 sites across New York City and Long Island. We provide secure access to clinical data of more than 17 million patients to improve quality of care, efficiency and effectiveness. Healthix delivers actionable patient data electronically 24/7 in real time, with patient consent and consistent with regulations and policies established by NY State Department of Health. The Healthix mission is to support healthcare providers and health plans to provide care management, improve clinical outcomes, promote efficiency and reduce healthcare costs.

Position Summary:

We're looking for a self-starting Marketing and External Affairs Associate to oversee internal and external marketing initiatives, promotional events, develop key messaging and expand our brand and influence within the healthcare community. The ideal candidate is a team player, adept at project management and is goal-oriented. A strong work ethic and a desire to improve health outcomes for New Yorkers is essential. This position includes working collaboratively with a passionate team of Healthix professionals, and throughout the healthcare community, to promote Healthix's reputation as a leader in health information exchange for New York.

Responsibilities and Key Competencies include:

- Responsible for identifying opportunities to promote the Healthix brand, managing all aspects of internal and external marketing, event planning and coordination to support this objective
- Support Director of Marketing in developing customer satisfaction initiatives across the organization, including surveying Participants, analyzing survey responses and making recommendations for improving Participant experience
- Support relationships with local and state legislative officials and community leaders to advocate on the behalf of Healthix, as well as to promote Healthix among constituents
- Collaborates on writing, editing, proofreading and publishing marketing collateral, internal/ external communications, including press releases, newsletters and web content
- Manages the timely collection of data across the organization for monthly Blueprint for Success

- Responsible for list management using CRM tools (specifically Salesforce) and project management database platform; creating reports as needed
- Increase Healthix social media presence through LinkedIn, Twitter and other outlets
- Maintain inventory for current collateral and vendor relationships; anticipate needs of Member Strategy and Engagement teams and Senior Management
- Monitor trade publications and other associations for distribution, benchmarking and best practices

Key Competencies

- **Organizational Skills:** Ability to handle multiple projects at once
- **Meticulousness:** High regard for data integrity and attention to detail
- **Interpersonal Communications:** Proven ability to interact with all levels of staff, members, board and committee members
- **Brand Ambassador for Healthix**
- **Flexibility:** Able to pivot easily while managing priorities

Education and Experience Qualifications

- Bachelor's degree in marketing or communications with a minimum of 5 years' experience in developing successful marketing plans to drive positive business results.
- Experience in market research, analysis, market segmentation within the New York State healthcare community. Knowledge of the NY healthcare landscape is essential.
- Excellent project management skills with demonstrated ability to successfully set priorities, and deliver accurate, meaningful results.
- Ability to identify potential problems and proactively generate and initiate acceptable solutions.
- Exceptional customer service skills including cultural sensitivity and awareness and high level of integrity in dealing with confidential and sensitive information.
- Advance skills in Microsoft, Excel and Access Database, Constant Contact, Adobe InDesign, WordPress, Salesforce and Survey tools.

Application:

Interested individuals are invited to apply at careers@healthix.org