



The Communication Coordinator will be responsible for developing and executing product-marketing strategies in accordance with government regulations, and developing materials to support outward communication to the healthcare community. This professional will work closely with the healthcare community; key government and private stakeholders; and company executives to coordinate marketing strategies, from concept through completion. Additional responsibilities will include the content development of a community elicitation web portal and participate in the development of both a web based and in-class training content for the healthcare community.

Responsibilities:

- Works as team lead in developing product features and benefits, product positioning, messaging, unique value proposition, and overall communication plan.
- Develops and deploys all product related communication material such as collateral, datasheets, and web content.
- Develops and deploys communication intelligence program, working with the community members in the field to determine effectiveness of communication strategies.
- Works with team in developing a comprehensive training program to include both web based tutorials and in-class training.
- Works with team in identifying, planning, and attending trade shows and healthcare conferences.
- Works as team lead in developing product presentations, white papers, and other communication tools (print and electronic) to illustrate the products value to the healthcare community.
- Develops and executes product communication plans.
- 30% travel required.

Technical Skills Required:

- Experience in healthcare IT, End Stage Renal Disease management, and has worked with the Department of Health and Human Service is preferred; however, candidates with strong IT marketing experience will equally be considered.
- Creating compelling and persuasive marketing materials, meeting deadlines, managing multiple projects and working well in a team environment.
- Developing and managing outward communications and communication intelligence programs.
- Managing projects.
- Active participation in cross-functional teams to develop and execute programs.
- Thinking strategically, yet working at a tactical level.



Education/Experience:

- Bachelor's degree in communications, marketing, business, or computer science or equivalent.
- Minimum five years experience in web based software/technology product marketing

Performance Skills Required:

- Good understanding of the hospital and/or software market.
- Ability to self-start, determining own direction to meet business objectives.
- Must be comfortable in fast-paced team environment.
- Ability to adhere to deadlines, adapts to changing priorities, and navigates corporate culture.
- Ability to learn quickly.
- Passion creating a positive customer experience.
- Expert in MS Office applications.
- Excellent written and oral communication skills.