



Saint Vincent
Catholic Medical
Centers

Summary for Posting

Company: US Family Health Plan (www.USFHP.net)
Location: New York, NY
Industries: Managed Care, Healthcare Service, Health Insurance
Job Type: Part-time - Employee
Education: Bachelor (BA/BS) - Marketing/Communications (Preferred)
Undergraduate - Marketing/Communications - Junior/Senior
Title: Social Media Associate

JOB SUMMARY

The role of Social Media Associate is to execute the US Family Health Plan's Social Media Strategy. Working with the Marketing/Communications Team to develop and implement the USFHP social media presence. Work on social media campaigns, events, and promotions to grow engagement and brand awareness across all social media platforms. You will also assist in developing pages for specific USFHP audiences along with internal operational departments (Marketing, Provider Relations, Medical Management) to build their social media channel.

RESPONSIBILITIES

- Working with the Marketing/Communications Team to support US Family Health Plan's Social Media Strategy
- Assist with all aspects of implementation to create a social presence
- Develop pages for specific USFHP audiences along with internal operational departments (Marketing, Provider Relations, Medical Management) to build their social media channel
- Create & Update new profiles for Field Sales Representatives (Facebook, Google+, Twitter, etc)
- Develop social media marketing messages and content for calendars
- Collaborate with Marketing/Communications Team to pitch, conceptualize, and optimize content to perform on social media
- Report on new trends, features, and developments as updates on social channels emerge
- Create Measurements to indicate platform success and report on them to management
- Evaluate content success by post, by platform, and by overall unique conversations

EXPERIENCE

- Current Portfolio of Social Media work that demonstrates talent, enthusiasm, and professionalism
- Experience working in Digital Media

SKILLS

- Strong Editing, Proofreading, and Grammar Skills especially in a world of 140 characters
- Ability to thrive in a team environment
- Must be organized and detail oriented
- Ability to think critically and adjust priorities with business needs
- Excellent communication & analytical skills

If interested in applying for this position, please send your resume to Frank - HRForms@svcmcnyc.org

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