



An Affiliate of  
**MERCYONE**



504 N. Cleveland St, Mt. Ayr, IA 50854

E-mail: [hr@rchmtayr.org](mailto:hr@rchmtayr.org)

Phone: (641) 464-3226

## Marketing Coordinator

**Department:** Operations

**Position:** Full Time, Non-Exempt

### Brief Description of Job:

The Marketing Coordinator is responsible for implementing marketing and communications strategies for the market. Collaborating with all hospital departments and affiliated medical groups to ensure all advertisements, communications, promotional and informative materials accurately reflect and support RCH's brand and message expectations. The Marketing Coordinator role will work with all forms of media, including press releases, digital campaigns, printed materials, social media, audio, video and more.

### Essential Functions:

- Collaborate marketing with team members and colleagues across the organization to develop and implement marketing initiatives.
- Coordinate community outreach efforts including Dinner with Doc and health and wellness events including planning, promoting and execution of events.
- Work with marketing team to initiate/update website, social media and other digital initiatives.
- Stay up to date on marketing trends and make recommendations for activities and initiatives.
- Create and update marketing materials and presentations.
- Monitor marketing activities to ensure compliance with applicable regulations and laws, and resolution of any issues that arise.
- Create engaging and on-brand original social media content.
- Coordinates, designs, and produces internal marketing materials to promote employee and community events to employees, volunteers, and medical staff.
- Oversees design for and posts new information and answers questions on all RCH's social media accounts including Facebook, Twitter, TikTok, Instagram, LinkedIn, etc.
- Write and edit engaging copy for various social networks, including Facebook, Twitter, and Instagram.
- Lead the creation and development of real-time content and coverage of live events.
- Assist in management of editorial calendar consisting of social created content and content provided by other departments and partners.
- Conduct ongoing research projects on key industry trends and create monthly competitive content insights report and leverages findings into the development and execution of new ideas and innovations.
- Videos and/or photographs of RCHS events for social media accounts and internal use.
- Benchmark and monitor competitor (and industry leaders) content to apply best practices, develop new ideas, and improve the overall social media content strategy.
- Oversees Search Engine Optimization Strategy.
- Attending press runs and provides supervision during production as needed.
- Work on design for RCH's website, including making copy and artwork changes.
- Tracks and measures click throughs to the RCH website.



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- Demonstrate hospital core values – Integrity, Compassion, Balance, Excellence, Stewardship, Teamwork and Wellness.
- Post all open positions within 24 hours of request from Manager/Supervisor. Access in the applicant tracking system will be limited to applications.
- Refresh all open positions weekly and boost posts with high priority with CEO approval or as directed by the Director of Human Resources.
- Maintain/Update Recruiting sites and review sites (i.e., Iowa Workforce, Indeed, LinkedIn, Etc).
- Work with outside vendors and research various methods to increase the number of qualified applicants.
- Update/using recruiting templates for all correspondence with prospective new hires.
- Update recruiting stats for Executive Management weekly meetings and to track progress toward recruiting goals.
- Ensure the Application process is efficient, positive, and smooth for all prospective new hires.
- Participates in recruitment and selection projects (i.e. Career Fairs) • Assists in the development of cost-effective recruiting programs including but not limited to advertising and career fairs to fill open positions.
- Keeps abreast of current recruiting trends, laws, and regulations pertaining to recruiting and complies with AAP and EEO requirements.
- Continually assesses the recruiting strategies for RCH and tracks possible trends.
- Assists in planning and coordinating employee events and activities.

#### **Educational/Experience Requirements:**

- Bachelor's degree in marketing, communications, or a related field preferred. Years of experience in marketing career field acceptable.
- Strong computer literacy, including proficiency in Microsoft Word, Excel, and PowerPoint.
- Excellent computer skills in a Microsoft Windows environment.
- Effective oral and written communication and presentation skills.
- Excellent interpersonal and Excellent organizational skills.
- Presents a Positive, professional, business image.
- Strong relationship-building skills with people from diverse and varied backgrounds and education levels.



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