



Communications Specialist

Medical Foundation of Nashville
Nashville Academy of Medicine

Organization:

The Nashville Academy of Medicine, established in 1821, is a professional organization that has grown from seven physicians to nearly 2,300 since its inception. NAM represents the medical profession in matters of importance to our members and the community they serve. Maintaining the integrity of the medical profession and ensuring that physicians can continue to provide patients with excellent care has been our strength for generations.

The Medical Foundation of Nashville empowers our community by supporting health access, promoting healthy lifestyles, championing health and medical education, and cooperating with other charitable entities to work towards a healthier Nashville. Specific activities include public health education, coordinated charity care, and education for physicians and physicians in training.

This position is employed by the Nashville Academy of Medicine and supports both the Nashville Academy of Medicine and the Medical Foundation of Nashville. Visit www.NashvilleMedicine.org and www.MedicalFoundationOfNashville.org for more information.

Position Summary:

Under the direction of the Senior Director of Advancement, the Communications Specialist will work in collaboration with the Administration, Advancement, and Program teams to create and implement strategic, creative, and compelling communications to further the missions of Nashville Academy of Medicine and Medical Foundation of Nashville, which includes annual communications to stakeholders, the community, and prospective members, groups, partners, volunteers, and patients.

Reports To: Senior Director of Advancement

Pay Range: \$37,000-\$42,000

Benefits:

- 401(k)
- Dental insurance
- Health insurance
- Paid time off
- Vision insurance

Employment Classification: Hourly, Full-Time, Non-Exempt

Location: Nashville, Tennessee with some travel required in Middle Tennessee

Work Hours: 37.5 hours per week, the work week is typically Monday-Friday with occasional evening and weekend events/meetings.

Job Responsibilities

Content creation and maintenance

- Drives creative design, strategy, and implementation for the organizations' communications and marketing, including print and electronic marketing such as brochures, email newsletters, social media, donor mailings and appeal letters, and annual reports.
- Assists with the creation and maintenance of the Nashville Academy of Medicine website and the Medical Foundation of Nashville website and promotional videos.
- Generates original content to broaden awareness of programs, services, and impact. Interviews, writes, collects, and documents client stories. Takes digital photos and videos at events and activities; maintains a digital archive for both.
- Align digital campaigns to brand standards. Assist in obtaining visual assets/photography for marketing purposes.
- Develop focused marketing initiatives, in conjunction with the Program Team, to support each program's goals and needs while maintaining consistent messaging across the organization.
- Supervises production schedule of electronic and print pieces.
- Periodically audits materials for relevancy and effectiveness, working with staff to ensure content is current and accurate.

Constituent and Donor Relations

- Assist with the development and implementation of targeted giving campaigns
- Manage constituent audiences
- Equips staff, board, and community partners to help effectively share the organization's story and impact through well-designed materials and content.
- Prepares and supports formal presentations before various public and private concerns.

Data tracking and maintenance

- Track engagement metrics to inform data-driven decisions.
- Assists with database maintenance to ensure that prospective member, volunteer, and community partner information is accurate.

Qualifications

SUCCESS FACTORS AND EXPECTATIONS:

- Attention to Detail – Ensures accuracy in all areas of responsibility.
- Honesty and Integrity – Gains the trust of coworkers and strives to be ethical in all decisions.
- Reliability – Understands and is accountable for words and actions, including reporting to work on time and being available to others.
- Listening Skills – Ability to fully listen to co-workers, and leadership, and understand all expectations regarding performance of work activities and service.
- Energetic – Must possess a positive attitude and strive to maintain the highest standards.

REQUIREMENTS

The ideal candidate will have:

- Bachelor's degree and 1-2 years of successful communications, marketing, or public relations experience.
- Excellent communication, analytical, and organizational skills.
- Strong attention to detail and project management skills.
- Ability to establish priorities, work independently, manage multiple projects, and proceed with objectives with minimal supervision.
- Strong interpersonal, telephone, written, and presentation skills, including public speaking.

- Ability to represent missions and programs of the Nashville Academy of Medicine and Medical Foundation of Nashville to donors, constituents, and volunteers; poised and comfortable in relating to a variety of people in multiple settings.
- A commitment to the missions of the Nashville Academy of Medicine and the Medical Foundation of Nashville and the creation of a nurturing, supportive work environment for interns, volunteers, and clients.
- Ability to travel within Middle Tennessee and work some nights and weekends (1-2 nights per month on average).

Preferred Qualifications:

- WordPress website design and editing proficiency
- Canva design and editing proficiency
- Microsoft Office / Office 365 proficiency (Outlook, Word, Excel, etc.)
- Emma and Flodesk experience preferred, but not required.
- Database management experience a plus, but not required.

Remote Work Flexibility: This is not a remote position, however occasional and hybrid remote work is possible. During the first 90 days, a minimum of three days a week in the office are required. Following onboarding, orientation, and training (90 – 180 days), the team member will be expected to work onsite a minimum of two days each week. Remote work arrangements, if desired, can be discussed with the supervisor, and will require consistent work performance.

Application Instructions:

Please submit resume and a cover letter with “Communications Specialist” in the subject line with your name to communications@nashvillemedicine.org. No phone calls please.