

# Job Description

<b>Title:</b>	Associate Editor & Digital Content Manager--Medical News
<b>Reports to:</b>	Chief Digital Officer
<b>Department:</b>	Alert Marketing NJ

Jobson Medical Information, LLC (JMI), [www.jobson.com](http://www.jobson.com), is a leading specialty healthcare communications and publishing company. JMI produces a broad range of publications, live events, symposia and websites which reach and influence over one million healthcare professionals every month. The business is built upon an entrepreneurial spirit and its history of successful growth can be attributed to the creativity, talent and efforts of its experienced staff.

/alert marketing is an HCP digital platform, (mobile and web) offering physicians, NPs/PAs and Pharmacists clinical news and educational content. It offers in depth clinical microsites geared towards specialists on some of the most complex disease categories.

## General Description

The Associate Editor is responsible for managing, creating and editing all healthcare-related content. The Associate Editor is responsible for timely and relevant content geared to healthcare professionals via all digital channels, from site to eNewsletters to social media. This is a highly creative role, where trying new things is encouraged and finding creative ways to service physicians across the spectrum of specialties is critical to success.

## Job Responsibilities

- Create and curate medical related content for MDalert.com website and industry-sponsored microsites. Microsites are editorial products and MDalert.com has full control over content.
- Write relevant healthcare articles for MDalert.com website on a weekly basis.
- Establish relationships with new contributing writers, as well as medical experts in key fields.
- Create new types of unique content that will engage physicians and drive traffic.
- Analyze physician engagement results and recommend new tactics to optimize content performance.
- Manage, contract with and oversee freelance writers and authors, as needed
- Review, edit and approve all freelance work.
- Design and implement social media programs
- Manage CMS

*NOTE: This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.*

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## Qualifications

- Bachelor's degree or equivalent required
- Ability to communicate effectively at all levels of the organization and the ability to influence others through well-articulated and innovative ideas
- Minimum 3 years' experience in a digital publishing environments, with knowledge of Web, Mobile, email and Social Media platforms
- 3+ years' experience in professional pharmaceutical/healthcare writing and editing
- Superior writing and proofreading skills
- Adaptable person who can deal with rapidly changing requirements of an organization
- Strong interpersonal and presentation skills
- Ability to prioritize and multi-task while meeting tight deadlines
- Strong problem solving and troubleshooting skills
- Accountability - acceptance of responsibility and willingness to commit to and deliver specific, measurable work products and results
- Strong knowledge of PowerPoint and CRM tools
- Computer Skills: Must be proficient in all aspects of MS Office
- Strong computer skills

## Travel

- No travel required

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