

POSITION DESCRIPTION

MDalert.com

EDITORIAL DIRECTOR/CONTENT CURATION

MDALERT.COM

PHYSICIAN ENGAGEMENT PLATFORM

PARENT COMPANY

Jobson Medical Information, www.jobson.com an affiliate of The Wicks Group of Companies, LLC, is a leading specialty healthcare communications, publishing, and medical education company. JMI is the largest publisher in the pharmacy sector of the healthcare industry and has more pharmacists earning Continuing Education credits than all other companies combined in this industry.

Jobson Medical Information produces a broad range of publications, educational programs, enduring educational materials, live events, symposia and websites that reach, teach 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.

PROGRAMS

/Alert marketing www.alertmarketing.com is a premiere full-service healthcare communications company providing information and education to healthcare professionals. /alert marketing offers cooperative mail, custom mail and electronic programs.

The newest additional solution /alert marketing is offering is a new digital platform mobile and web called MDalert.com . MDalert .com is a major addition to the current direct mail and e-mail programs that have been successful for the past 40 years. MDalert.com offers a state of the art non-personal physician engagement platform that allows Pharmaceutical brands to influence physician behaviors and increase prescribing. Proven track record of success since launch in 2015 among leading pharmaceutical brands.

REPORTS TO

Chief Digital Officer –/alert marketing.

LOCATION

The Editorial Director will work primarily out of the Jobson NYC office located in Manhattan or the Lyndhurst NJ Office.

ROLE

The Editorial Director is responsible for managing, creating and editing all healthcare-related content on the MDalert.com and industry-sponsored microsites. NOTE: MDalert.com has 100% editorial control over industry-sponsored microsites. The Editorial Director 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.

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.
- Manage, contract with and oversee freelance writers and authors, as needed
- Review and edit all freelance work
- Implement social media programs
- Develop and manage Physician Advisory Board
- Manage CMS for MDalert.com site
- Other duties as assigned

PROFESSIONAL BACKGROUND

- 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
- 8+ 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