

Digital Marketing and Communications Specialist

Medicaid Health Plans of America is growing! We're looking for a Digital Marketing and Communications Specialist to help take our association to the next level. This position is responsible for our digital assets and footprint and works closely with our Communications and Membership Departments to ensure effective and consistent messaging across all our platforms.

About Us

MHPA is the only national trade association with a sole focus on Medicaid, representing more than 150 managed care organizations (MCOs) that serve over 51 million beneficiaries in 41 states, Puerto Rico, and Washington, D.C. MHPA's members include both for-profit and non-profit national, regional, and single-state health plans in the Medicaid market. Nearly three-quarters of all Medicaid beneficiaries receive health care through MCOs, and our association provides research and advocacy services that support policy solutions to enhance the delivery and coordination of holistic, comprehensive, cost-effective, and quality health care service delivery for Medicaid enrollees.

REPORTS TO: Vice-President, Membership & Partnership Engagement

SALARY: \$75,000, MHPA also offers excellent benefits, including insurance coverage (health, STD/LTD, AD&D, Life), a 401k retirement plan, flexible schedules and vacation and medical leave benefits.

LOCATION: Remote option and/or 1575 Eye Street NW, Suite 300, Washington, DC

START DATE: February 2024

DUTIES/RESPONSIBILITIES:

- Manage association newsletters (The Advocate and Industry Insight) including the following complementary activities:
 - Content integration and prioritization
 - List management and focused distribution
 - Advertisement placement
 - Partner Spotlight integration
- Management of all association websites
 - MHPA.org maintenance and updates
 - MedicaidConference.com maintenance and updates
 - Advertisement placement
 - Creation of new websites as needed
- Promotion of all conferences & events
 - Event marketing (registration, sponsors, exhibits)
 - Partner Webinar marketing
 - Targeted promotions for exhibitors and sponsors
 - Oversee development of event logos

- Manage all Social Media channels (Facebook, X, LinkedIn, YouTube)
- Develop and maintain all Association Brochures and Prospectuses
 - Membership brochure
 - Partnership brochure
 - Sponsorship/exhibit prospectus
 - Partner directory
- Editorial calendar management
- Other duties and tasks as assigned

KEY SKILLS

- Team player who thrives in a high-energy, multi-tasking, and collaborative work environment
- Professional and positive approach
- Proficiency in online marketing and database platforms such as Constant Contact
- Excellent written and oral communication skills
- Attention to detail
- Self-motivated
- Demonstrated problem-solving and decision-making
- Able to handle multiple tasks with varying deadlines
- Knowledge of and interest in Medicaid, insurance, healthcare delivery systems, and health access issues is a plus
- Microsoft Office products, including Excel and PowerPoint

TO APPLY: Please send the information below to pcorr@mhpa.org by January 22, 2024 or as soon as possible:

- Resume
- Brief cover letter explaining relevant experiences and skills