

The **Online Content & Social Media Coordinator** will assist the online communications team with web writing, information architecture and social media for ABIM (70%) and the ABIM Foundation (30%). The ideal candidate will have hands-on knowledge of social media, web writing, web usability, requirements gathering, web development processes, and information architecture in terms of web design. This position will also be responsible for being on point for responding to small, unplanned projects on abim.org and abimfoundation.org.

Information Architecture/Usability Experience:

- Ability to collect user and system requirements and convert them into simple, intuitive designs for web-based systems.
- Translate research findings into design recommendations.
- Organize large amounts of information and functionality into a logical presentation layer.
- Have experience with HTML and/or other languages, Adobe products, and MS Visio.

Social Media:

- Plan, manage, and execute social media campaigns.
- Work with internal teams to create compelling viral campaigns to drive brand awareness.
- Track and report performance on all social media efforts.
- Research and propose new opportunities for social media marketing campaigns.
- Effectively communicate and build internal and external relationships through social networking. In terms of ABIM Foundation, this refers to understanding who is in the “medical professionalism” conversation online and building online connections with those people and groups.
- Investigate and implement new technologies, services and automation capabilities, and/or vendor solutions that enhance social media efforts.

Web Writing:

- Knows the basic principles of online writing and applies them correctly.
- Experience with dynamic online writing for websites and e-mail communications.
- Provide quality specifications to IT web programmers and developers.
- Understands the problems encountered by end users to improve online content.

Requirements/Required Skills:

- Bachelor’s Degree and 2-3+ years previous online experience.
- Thorough knowledge of how to maintain and grow a social media presence across array of networks and technologies.
- Strong knowledge of user-generated content, web video, and web viral marketing.
- Understanding of how to develop wireframes, mockups, and prototypes.
- Knowledge of process mapping and documentation.
- Knowledge of commonly-used concepts, practices and procedures within the field.
- Experience with Content Management Systems (especially Sitecore) a plus.
- Keen written and verbal communication skills and the ability to work with technical and non-technical personnel.
- Strong project management skills with the ability to work on multiple projects is essential.
- Health care online experience preferred but not required.

If you are interested in this opening please forward your resume to resumehr@abim.org or contact Donna Campbell/Chris Brod in the Human Resources Office!

