

Marketing Communications Specialist

Full time marketing opportunity to work in a diverse and growing retirement living and health care organization that also includes a thrift shop, auto repair business, two golf courses, 56 room hotel, two restaurants and an indoor water park with St. Barnabas Health System in Gibsonsia, PA.

Walk-In Open Interviews Available Monday – Friday: 9:00a.m. – 4:00p.m., Human Resources Dept. 5827 Meridian Road Gibsonsia, PA.

Responsibilities:

- Manage the marketing programs for the golf and resort business
- Work with Charities division to implement two golf outings, a 5k Walk/Run, the annual Founder's Day event and other charitable events throughout the year
- Manage the video production for television commercials and programs
- Writing various types of articles and video scripts on a wide range of topics.
- Basic design skills and experience using InDesign or Photoshop
- Experience with WordPress, web content production and design
- Active and knowledgeable in various social media platforms (Facebook, Instagram, Yelp, YouTube)
- Provide support on advertising programs
- Use of email marketing software
- Solid understanding of project management principles
- Assist with event planning and management.

Qualifications:

Bachelor's Degree in Marketing, Communications or related field.

Excellent communicator and creative thinker.

Active and knowledgeable in social media.

Event planning and logistics experience

Solid understanding of project management principles

Over 5 years of successful experience in this field.

Salary commensurate with experience.

Submit resume, or apply online at <https://stbarnabashealthsystem.com/about-us/employment/application/>