



Job Description

Job Identification			
Job Title: Online Marketing Analyst			Date: March 2015
Process Level	COID 14203	Department Number 633	Department Name Web and Social Media Services
Location Corp Campus – Bld 3	Supervisor Josephine Durbin		Subordinates (Y/N – If Y how many?) No

Job Summary: Primary Purpose of the job
<p>The Online Marketing Analyst utilizes knowledge of reputation management, general search engine optimization, and digital marketing combined with a strong ability to lead marketing strategy to build a positive online reputation for our facilities. This position will be responsible for leading and supporting the online marketing program for a network of > 500 healthcare facilities and >2,800 providers. The Online Marketing Analyst will be responsible for leading the reputation management / social media training program, serving as project manager and reporting the program's ROI to key stakeholders. In addition, the candidate will provide consultation around building a positive online reputation, responding to online reviews within best practice guidelines and improving business processes. The candidate will also provide technical troubleshooting and problem resolution for various online platforms/channels. The candidate will serve as a liaison between clients and stakeholders and will escalate issues to the appropriate party / vendor contact as needed. The Online Marketing Analyst will work closely with the Web and Social Media Team to coordinate online marketing efforts and insure consistent messaging.</p> <p>The Online Marketing Analyst should be quantitatively keen, have an in-depth understanding of social media platforms, understand the general Internet landscape, have attention to detail and excellent communication skills (both written and oral).</p>
Responsibilities: Essential responsibilities of the job. Assign a percentage of time spent on each responsibility.
Description of Responsibility
<p>Online Marketing Analyst</p> <p>The Online Marketing Analyst will be a key resource for guidance and implementation of the company's online marketing programs. Responsibilities include:</p> <ul style="list-style-type: none">• Lead the enterprise reputation management / social media training program• Develop KPIs for training program• Track and report out ROI of reputation management training program to practice managers, HCAPS senior leadership team and other key stakeholders• Serve as project manager for practices going through the training program• Provide technical support for practices and escalate issues as necessary• Develop and continually update training materials, including, but limited to: toolkits, WebEx training sessions, etc.• Consult with practices and provide online marketing strategy• Monitor the online presence and sentiment of HCA's physician practices and take appropriate action as necessary• Manage reputation management vendor and insure smooth implementation of software• Coordinate and support online marketing activities across channels• Write copy and develop supporting web content to promote online marketing channels• Write and publish content on social media channels• Identify opportunities and implement campaigns to increase customer engagement and conversion• Work closely with the SEO and Web Analytics Analyst to track the success of online marketing programs

- Work closely with the Social Media Team, including Social Media Coordinators to coordinate online marketing initiatives across platforms and training programs
- Monitor key competitor's online presence, communicate findings and take appropriate action based on the findings
- Demonstrate expert capability in using online marketing channels, especially online review sites (Vitals, Healthgrades, Google + Local)
- Demonstrate ability to increase online reviews, brand awareness and community engagement
- Coordinate messaging, blog posts and social media distribution in conjunction with other business units
- Plan, prioritize and test marketing via social media and online viral channels (Twitter, Foursquare, YouTube, Reddit, Yelp, etc.)
- Demonstrate a general understanding of technical integration between social media platforms
- Monitor industry trends and adjust plans according to the latest breakthroughs and changes in the social media landscape
- Review and recommend new platforms and partners
- Other duties as assigned

Social Media Job Family	Online Marketing Analyst
Knowledge across all channels of the online marketing landscape including, but not limited to, social media, reputation management, content marketing, search engine marketing (SEM), search engine optimization (SEO), website marketing and email marketing	Proficient in a majority of online channels; expert in online review site channels
Provide strategic development and direction	Moderate
Provide consultations and present performance metrics to key business owners / stakeholders (Practice Managers, Area Practice Managers, Division VPs, Group VPs, Marketing Directors, Marketing VPs, CIO, CRM VP, Support Services VP)	Provide consultations to Practice Managers, Area Practice Managers , Marketing Directors, Division VPs
Offer facilitation and mentoring	Yes
Self-directed	Independent contributor
Ability to effectively lead projects and teams	Ability to lead projects
Manage technology vendors and web platforms such as, but not limited to, ExactTarget, Reputation.com, Omniture, AdobeBrightEdge, EBSCO, Reach Local, Radion6, Salesforce, Google, Yelp, Healthgrades, Vitals and FourSquare	Assist with vendor related deliverables and run day to day aspects of reputation management software
Education	Bachelor's degree, Masters a plus
Years of marketing / social media experience	1 – 3 years
Client complexity	Enterprise rollout of online marketing program. Stakeholders include, but are not limited to, Practice Managers, Area Practice Managers, Marketing Directors, Marketing VPs, Division VPs, Group VPs
Ability to present, train and educate	Develop presentations and present to practice managers, area practice managers and HCAPS senior leadership through webinars and in person training
Analytics / ROI reports	Create reports and determine key performance metrics
Develop training material and other documentation	Develop training materials and documentation. Excellent writing skills a must

Education: Minimum formal academic training which typically provides the knowledge and skills necessary for successful job performance. Indicate major, whether the degree is required or preferred, and whether or not *additional* experience can substitute for the degree.

Check all that apply	Degree	Subject	Required or Preferred	Experience Substitute?
	High School Graduate / Equivalent			
	Technical Training			
	Associate Degree			
X	Bachelor's Degree		Required	Yes
	Master's Degree			
	Other Advanced Degree			

Experience: Minimum relevant work experience necessary for successful job performance assuming the candidate/incumbent has the requisite education.

Check all that apply	Years' Relevant Experience	Required or Preferred
	Less than 1 year	
X	1 or more years	
	3 or more years	
	5 or more years	
	7 or more years	
	10 or more years	
	Leadership experience	
	Management experience	

Other Qualifications: List any desired licenses, certifications, knowledge, skills/abilities, personal traits, etc. (e.g., RN, CPA, 90 wpm typing). Indicate if each is required or preferred.

- Excellent written and oral communication skills
- Ability to design and develop solutions to meet requirements
- Demonstrated ability to facilitate diverse groups of people in a problem-solving environment
- Strong interpersonal skills working with diverse and complex projects
- Detail oriented and analytical with strong organization skills
- Ability to prioritize multiple activities and tasks simultaneously, and adapt to a rapidly changing environment
- Strong problem and issue resolution experience
- Ability to communicate effectively with individuals at various levels within the organization
- Highly motivated, with the ability to work independently with little supervision
- Strong project management skills
- Solid presentation skills, including the ability present technical information to large groups of people
- Passion for the online marketing and healthcare industries
- Love for learning and staying ahead of trends in the online marketing industry
- Must be comfortable with data analysis and able to use data to make recommendations and drive decisions

Physical Demands / Working Conditions: Describe the physical activity required to perform the job such as visual acuity (near, far, depth and color perception), speaking, hearing, sitting, standing, walking, climbing, balancing, stooping, kneeling, crouching, crawling, reaching, fine motor dexterity, repetitive motion, lifting (indicate pounds), pushing, pulling, grasping, etc. Describe the environmental conditions in which the work is performed including temperature, noise or vibration extremes as well as exposure to fumes, chemicals, infectious agents, etc. Indicate if any travel is required and what percentage of time is spent traveling. Indicate if overtime is typically required. Example for a typical office job: This job is a largely sedentary role operating in a typical office setting, routinely using standard office equipment such as computers and phones and requiring speaking, hearing, fine motor dexterity, and occasional overtime.

- Overtime may be required to meet deadlines.
- Sitting for extended periods of time.
- Dexterity of hands and fingers to operate a computer keyboard, mouse, and other devices and objects.
- Physically able to participate in training sessions, presentations, and meetings.