



ACADEMIC CONSORTIUM
FOR INTEGRATIVE
MEDICINE & HEALTH

Job Description: Marketing Specialist

Job Title: Marketing Specialist

Reports to: Director of Marketing & Communications

Status: Full-Time, Exempt

Pay range: \$52,500 - \$60,000 per year

Benefits: we offer a comprehensive benefits program, including medical, dental, vision, disability, life, 401(k) with company match, and accruing paid time off.

Position Overview:

The Academic Consortium for Integrative Medicine & Health is looking for a full-time, remote Marketing Specialist to join our team! Reporting to the Director of Marketing & Communications, this role will be instrumental in building a strong in-house marketing function. The Marketing Specialist will be involved in content development, email marketing, social media, web management, and more. This is a great opportunity to use your strengths in a variety of marketing tactics alongside a passionate and energetic team.

Key Responsibilities:

This position will be involved in a variety of marketing and communications activities, both tactical and strategic in nature. Some of the tasks will include:

- Support the Director of Marketing & Communications in the implementation of strategic initiatives for the team and the organization.
- Manage our social media presence, including possible paid campaigns.
- Manage our non-conference email marketing program, including content development, campaign execution, email distribution lists.
- Update website content, including copy, images, and manage our online member community.
- Facilitate all marketing and communications needs for both virtual and in-person exhibits. Staff exhibit booths as needed.
- Assist with event marketing for conferences and webinars.
- Assist in the creation of print and digital collateral, including copy development, image selection, layout, and production.
- Support the organization's re-brand project and development of the new website.
- Organize marketing files and images on our internal server.

Qualifications:

A successful candidate for this role will have/be:

- Completed a bachelor's degree in Marketing, Communications, or related field
- At least 2 years of experience in Marketing, Communications, or related field
- Experience with email marketing programs (i.e., Constant Contact, Mailchimp, etc.)
- Experience developing and executing a social media program – paid social experience is a plus
- Excellent communication skills, both written and verbal



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- Organized and detail-oriented
- Able to work independently and part of a team
- Willingness to travel up to 10%
- Willing to learn new skills and try new things
- Flexible and adaptable
- Willing to bring creative ideas to the table – we need your point of view!
- Proficient in Microsoft Word, Excel, Outlook, and PowerPoint (experience with the Adobe Creative Suite is a bonus)

What It's Like to Work Here:

Our team is small and growing. We love working remotely and work hard to stay connected. Our goal is for each team member to learn, grow, and love what they do.

If you'd like to help us transform healthcare toward a more patient-centered approach, check out some of the other benefits of working with the Academic Consortium:

- You can work from anywhere in the U.S.! We are a remote-first organization with staff members located across the country.
- Enjoy a work culture that prioritizes flexibility, balance, growth, and support.
- Leverage a wide variety of marketing & communications skills, giving you a well-rounded experience with room for learning and development.
- Work with nice people. It might sound corny, but the people you work with make all the difference. This team roots for everyone to succeed.

To Apply:

For consideration for this position, please send your resume and cover letter to Karin Taylor karin.taylor@imconsortium.org. Please include Marketing Specialist Position in your subject line.

About the Academic Consortium for Integrative Medicine & Health:

The Academic Consortium for Integrative Medicine & Health is supported by membership dues and grants from philanthropic partners including sustained support from The Bravewell Collaborative for over a decade. Our membership currently includes over 75 highly esteemed academic medical centers, nursing schools, and health systems.

The mission of the Academic Consortium is to advance the principles and practices of integrative healthcare within academic institutions. The Consortium provides its institutional membership with a community of support for its academic missions and a collective voice for influencing change. Our mission is accomplished through:

- Supporting and mentoring academic leaders, faculty, and students to advance integrative healthcare education, research, and clinical care.
- Disseminating information on rigorous scientific research, educational curricula in integrative health, and sustainable models of clinical care.
- Informing health care policy.



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As an organization, we are committed to sharing information and ideas, meeting challenges together in a process grounded by the values of integrative medicine, supporting member institutions, and providing a national voice for the advancement of integrative principles. The Academic Consortium for Integrative Medicine & Health recognizes the opportunity to affect the direction, assumptions, and outcomes of healthcare. The involvement of strong academic institutions and their representatives allows us to provide a forum for those committed to the values of integrative medicine. The Academic Consortium will provide the cohesion necessary to maximize individual institutional efforts and move the field forward in a way that no one institution is able.

Join Us!

The Academic Consortium values a diverse and culturally competent workforce. We are proud of our commitment to being an equal opportunity, affirmative action organization that does not discriminate against applicants based on any protected class status, including disability status and protected veteran status. Individuals with diverse backgrounds, and those who promote diversity and a culture of inclusion, are encouraged to apply.