

IAF/NICA Digital Content Specialist

Location: Remote/Hybrid Opportunity

National Infusion Center Association (NICA) is a nonprofit trade association and the nation's voice for non-hospital, community-based infusion providers that offer a safe, more affordable alternative to hospital care settings for provider-administered medications.

Infusion Access Foundation (IAF) is a national nonprofit patient advocacy organization formed to support patient access to provider-administered medications through advocacy, education, and patient empowerment.

The NICA/IAF team is looking for a passionate, motivated, and self-driven Digital Content Specialist to join our team. This entry-level position offers flexibility and growth opportunities, and serves as a pillar of content creation, curation, and dissemination across both organizations. You will report to and work closely with the Director of Communications to develop creative collaterals, manage social media digital marketing content, and assist with technical and blog content writing, e-blast marketing communication, graphics, and campaign strategy.

DUTIES

Marketing and Communications

Develop, implement, and manage a comprehensive communications strategy for both internal and external use. This includes project management of social and e-marketing campaigns, setting deadlines and measuring effectiveness.

Develop and maintain written content to support key initiatives for use in various platforms/publications.

Develop written content for direct-mail campaigns.

Collaborate with internal programs to institutionalize communications strategies.

Assist with marketing and communications strategy and campaign implementation.

Digital Content

Analyze, develop, and execute social media strategies across the most effective platforms.

Manage and execute NICA and IAF social media accounts, editorial calendar, and strategy.

Produce compelling content for social media and other digital outreach (e.g., blast emails and e-newsletters via Constant Contact or a similar platform) to stakeholders.

Write content for website and strategically develop copy for digital media sources.

Write select contributions for industry and patient relevant articles and blogs (both print and digital).

Assist with recruitment of volunteer industry and patient blog contributors for IAF and NICA.

Other duties as assigned

REQUIRED QUALIFICATIONS

Excellent written, oral, and interpersonal communication skills.

Bachelor's degree in Marketing, Communications, Social Work or a related field.

1+ years of professional experience in communications, marketing, PR/media relations, or a related field; or equivalent combination of relevant education and experience.

Strong content and technical writing skills, e-marketing, social media, and web communications skills.

Experience in digital communication strategy, social media management, and storytelling.

Experience in design applications such as Canva or InDesign.

PREFERRED QUALIFICATIONS

Experience with WordPress

Experience in Canva

Experience with InDesign

Visual literacy experience and knowledge and use of AP style.

Knowledge of and/or experience with nonprofit organizations or public policy.

ORGANIZATIONAL CULTURE

NICA is a small, tight-knit, hard-working team. You will be a good fit for the team if:

You thrive in a fast-paced, high-demand environment.

You are driven to succeed, both personally and professionally.

You can have fun while getting your work done.

You take pride in your work and will do what it takes to produce top-notch deliverables.

You are a team player who enjoys collaboration yet can successfully work independently.

You are flexible. This role requires wearing many hats and remaining adaptable when things get challenging.

WHAT WE OFFER

Base salary commensurate with experience

Quarterly performance-based bonus plan

Cell phone stipend

Qualified Small Employer Health Reimbursement Arrangement (QSEHRA) for tax-exempt reimbursement of eligible medical expenses

Flexible Paid Time Off (PTO)

Hybrid or Remote Work Opportunity

COMPENSATION Email employment@infusioncenter.org to inquire regarding compensation range.

HOW TO APPLY

Email employment@infusioncenter.org to apply.

Applicants must be authorized to work full-time in the United States. Interested and qualified applicants may email a resume/CV, cover letter, list of three references (at minimum), online portfolio (optional) or website (optional), and salary requirements to employment@infusioncenter.org.