

Digital Communications Coordinator

Liberty HealthShare
4455 Hills and Dales Rd NW, Canton, OH 44708

Job post summary

Date posted: August 25, 2025

Pay: \$48,000.00 - \$53,000.00 per year

Job description:

Job Title: Digital Communications Coordinator

Weekly Hours: 40+; As needed

Position Overview:

Reporting to the Vice President of Communications and Member Development, the Digital Communications Coordinator assists the Vice President in the implementation of organizations digital communication strategy. This role involves analyzing digital communication efforts and their effectiveness. They ensure consistent messaging across various online platforms and contribute to overall communication strategies. The Digital Communications Coordinator is required to collaborate closely with the appropriate Liberty HealthShare personnel as needed to execute a comprehensive communication plan.

Primary Duties and Responsibilities (Essential Functions**):

1. Work with VP and outside vendors to analyze market trends to identify opportunities for growth in sales and lead generation.
2. Capture and analyze basic analytics as they relate to SEO.
3. Interpret conversion metrics to improve sales and marketing efficiency.
4. Manage the ministry's Microsoft SharePoint intranet- including working with employees to obtain and post content.
5. As each member of the staff does on occasion, take photographs of ministry events and employees for use in internal and external communications, and collaborate with other team members in visual asset management.
6. Assist as needed with video conceptualization and production.
7. Collaborate to manage Liberty HealthShare's social media efforts. Experience leveraging Facebook, Instagram, LinkedIn, and X for business purposes.
8. Assist with CRM, including managing various mailing lists.

9. Assist with updating and maintaining external website content such as blogs, documents and images, and webpages.

Secondary Duties and Responsibilities:

1. Project management skills
2. Social media proficiency

Required Qualifications & Skills:

1. Must exhibit a personal understanding of and operate in concert with the Mission statement and Belief and Value Principles of LHS with a direct commitment to enhancing the Liberty HealthShare member-centered culture.
2. Ability to manage multiple tasks with tight, concurrent deadlines.
3. Ability to work collaboratively with others in the organization.
4. Ability to manage sensitive and confidential information and maintain compliance with HIPAA guidelines.
5. Attention to detail is essential.
6. Extraordinary teammate – no job is too big or small.
7. Current valid driver's license and availability for frequent regional travel is required.

Preferred Qualifications & Skills

1. Experience with Microsoft software platform products (Word, Teams, Excel, PowerPoint, Edge)
2. Basic familiarity with Adobe Illustrator and Photoshop
3. Experience in a healthcare organization or transferable industry
 - Strong technical expertise
 - Creative and collaborative mindset

Required Education:

Bachelor's degree is required.

Preferred Education/Certifications:

Bachelor's degree

Working Environment:

Traditional work office environment

Temperature may vary

Sitting for extended periods of time

Physical Requirements:

Lifting up to 20 pounds

Navigating steps

Direct Reports:

N/A

** To comply with regulations by the American with Disabilities Act (ADA), the principal duties in job descriptions must be essential to the job. To identify essential functions, focus on the purpose and the result of the duties rather than the manner in which they are performed. The following definition applies: a job function is essential if removal of that function would fundamentally change the job.

EEOC Statement

Liberty HealthShare provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, Liberty HealthShare complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Liberty HealthShare expressly prohibits any form of workplace harassment based on race, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of Liberty HealthShare employees to perform their job duties may result in discipline up to and including termination.

The above job description is meant as a primary guide and can be edited or enhanced at any time and is updated annually.

Job Type: Full-time

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee discount
- Health insurance
- Health savings account
- Life insurance
- Paid time off
- Vision insurance

Work Location: In person