

Communications and Marketing Manager

**Hasso Plattner Institute for Digital Health
Icahn School of Medicine at Mount Sinai**

Locations: New York, New York

Job Description

Strength Through Diversity

Ground Breaking Science. Advancing Medicine. Healing Made Personal.

The Marketing and Communications Manager is responsible for developing and implementing communication activities to build the reputation and impact of the Department of AI & Human Health. Working closely with the Icahn Mount Sinai's Central Marketing and Communications office, this individual will leverage internal communications, media relations, digital marketing, social media, and the department's website presence to represent the vitality of the Department's research enterprise. While it is expected that the majority of the activity will focus on the Department of AI & Human Health, the marketing and communications manager will also work to develop a web presence as well as informational and promotional materials for joint activities and events with the Hasso Plattner Institute at Mount Sinai. Essential duties and responsibilities are outlined below.

- Develop and implement a strategic communications plan whose objective is to elevate the visibility and appreciation for the research and researchers of the Department of AI & Human Health and the Hasso Plattner Institute at Mount Sinai.
- Ability to take highly technical information and translate it into clear, succinct and accessible content for distribution among professional and lay audiences.
- Manage all aspects regarding the coordination, implementation, and promotion of conferences, forums, and seminars (digital and in-person) for the Department and Institute, i.e., a monthly seminar series, the Annual Digital Health Forum, department launch events, and ad hoc guest lectures held both remotely and at Mount Sinai's main campus.
- Participate in bi-monthly meetings as the Department and Institute's liaison to the Mount Sinai Health Systems' marketing and communications units to align and leverage the promotion of research emerging from the Department, Institute, international collaborations, and stakeholders. It is expected that this individual will collaborate closely with the Central Marketing team to generate content for distribution across multiple channels and platforms.
- Collaborate closely with Central Marketing for the development and management of content for the Department and Institute's websites, social media accounts, event promotional materials, informational packets, and presentations.
- Develop, update and/or revise all Department and institutionally based communications i.e., informational flyers, brochures, newsletters, leaflets, and mailings.
- Create a dashboard/metrics for measuring the success of the communication plan and outreach initiatives.
- Check materials submitted for supervisor's attention to ensure all relevant data, authorizations, and pertinent information are included.
- Represent the Department and Institute at national and international conferences on behalf of the Department and Institute to support research and recruitment initiatives.
- Manage post-grant awarded projects and relationships with international collaborators.

- Together with supervisors, proactively sets priorities, deadlines, and builds scalable processes in support of the department and Institute and the department and Institute head.
- Perform other related duties.

Requirements:

- Master's Degree or equivalent combination of applicable experience and education.
- 5 years related event coordination, communications or marketing experience required. Some project management experience preferred.

Strength Through Diversity

The Mount Sinai Health System believes that diversity, equity and inclusion are drivers for excellence. We share a common devotion to delivering exceptional patient care. Yet we're as diverse as the city we call home- culturally, ethically, in outlook and lifestyle. When you join us, you become a part of Mount Sinai's unrivaled record of achievement, education, and advancement as we revolutionize medicine together and participate actively as a leader within the Mount Sinai Health System by:

- Serving as the primary resource management representative of the Mount Sinai leadership teams, committees, etc., and acting as the primary executive leader interface between Mount Sinai and key executives from the health systems' vendors and partners.
- Engaging with relevant thought leaders and policy-makers at the federal and state levels, and representing the Health System as assigned.
- Using a lens of equity in establishing and promoting policies and procedures and providing opportunities for all to thrive.
- Confronting racist, sexist or other inappropriate behavior and challenges exclusionary organizational practices and serving as a role model to promote anti-racist behaviors.
- Inspiring and fostering an environment of anti-racist behaviors among and between departments and co-workers.

We work hard to acquire and retain the best people, and to create a welcoming, nurturing work environment where you can develop professionally. We share the belief that all employees, regardless of job title or expertise, can make an impact on quality patient care.

Explore more about this opportunity and how you can help us write a new chapter in our story!

Who We Are

Over 42,000 employees strong, the mission of the Mount Sinai Health System is to provide compassionate patient care with seamless coordination and to advance medicine through unrivaled education, research, and outreach in the many diverse communities we serve

Formed in September 2013, The Mount Sinai Health System combines the excellence of the Icahn School of Medicine at Mount Sinai with seven premier hospital campuses, including Mount Sinai Beth Israel, Mount Sinai Beth Israel Brooklyn, The Mount Sinai Hospital, Mount Sinai Queens, Mount Sinai West (formerly Mount Sinai Roosevelt), Mount Sinai Morningside (formerly Mount Sinai St. Luke's), and New York Eye and Ear Infirmary of Mount Sinai.



The Mount Sinai Health System is an equal opportunity employer. We comply with applicable Federal civil rights laws and does not discriminate, exclude, or treat people differently on the basis of race, color, national origin, age, religion, disability, sex, sexual orientation, gender identity, or gender expression.

EOE Minorities/Women/Disabled/Veterans