

UNIVERSITY OF ARIZONA  
ARIZONA TELEMEDICINE PROGRAM  
JOB DESCRIPTION

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**UA TALENT PORTAL:**

<https://arizona.csod.com/ux/ats/careersite/4/home/requisition/10949?c=arizona>

**TITLE:** Content Developer II

**JOB LEVEL:** PC2

**FTE:** 1.0

**SUPERVISOR:** Associate Director

**FUNCTION and FAMILY:** Communications and Marketing / Content Development

**PAY GRADE:** 7

**Purpose of the Position:**

The nationally recognized Arizona Telemedicine Program (ATP) is looking for a full-time Content Developer II to write and manage social media posts and blogs, primarily about telehealth in Arizona and the southwest region. The incumbent serving in this position will write, edit, and recruit guest authors for the [Arizona Telemedicine Program](#) and [Southwest Telehealth Resource Center](#) blogs. They will write and coordinate ATP's social media posts on multiple platforms; increase ATP's social media presence and engagement; support ATP's marketing, communications, and community engagement efforts; contribute to ATP publications; proofread and edit a variety of documents. This position requires the incumbent to have excellent oral and written communications skills, learn at a fast pace, and possess the ability to work independently as well in a team setting.

Keywords: Blog, writer, social media, telehealth, rural health, strategy, communication, journalism, editor, outreach, publish

**Duties and Responsibilities:**

- Research topics, interview experts, and write telemedicine, telehealth, and healthcare related articles for the Arizona Telemedicine Program and Southwest Telehealth Resource Center's (SWTRC) blogs
- Solicit guest authors and collaborate with them on their blog article submissions, including, but not limited to, proofreading, copyediting, and selection of accompanying visuals.
- Assist in ATP's social media strategy development to increase its social media presence (e.g., Twitter, Facebook, LinkedIn), subscribers and engagement.
- Write and edit posts for ATP's various social media accounts.
- Coordinate posts to social media platforms to increase visibility and engagement among healthcare professionals in Arizona, the southwest region, and nationally.
- Monitor analytics for ATP's blogs and social media posts and report on this data as required.
- Edit manuscripts. Assist with submissions to various journals.
- Support ATP's marketing communications and community engagement efforts throughout Arizona, the Southwest region and nationally
- Develop marketing materials, press releases, content for website, fact sheets, newsletters and other materials as requested.

- Utilize UArizona Health Sciences Connect and other UArizona information distribution channels to promote Arizona Telemedicine Program / Southwest Telehealth Resource Center activities.
- Other writing assignments and special projects as needed
- Following all Arizona Telemedicine Program policies, protocols, and procedures, as well as all University, State and Federal policies, including when working with protected health information and when working in environments where incidental exposure to protected health information may be unavoidable.

**Knowledge, Skills, and Abilities:**

- Excellent, grammatically correct, written & oral communication skills.
- Ability to develop professional written and visual content for diverse audiences.
- Results-oriented and proactive self-starter. Ability to adaptively manage and prioritize projects.
- Demonstrated ability to effectively advance and complete work both independently and collaboratively in a team environment.

**Minimum Qualifications:**

- Bachelor's degree or equivalent advanced learning attained through professional level experience required
- A minimum of 3 years of relevant work experience is required.
- Any equivalent combination of experience, training and/or education approved by Human Resources.

**Preferred Qualifications:**

- Bachelor's degree in Journalism, Communications, Marketing, Business Administration, or related field
- Published author – (e.g., blogs, news articles).
- Experience managing social media platforms accounts for at least one organization
- Experience writing for diverse audiences and knowledge of social media best practices.
- Knowledge of branding and marketing
- Knowledge of medicine, telemedicine, telehealth, rural health, and/or public health