



Marketing Copywriter/Communications Manager

NovuHealth is a member engagement and behavior change technology and services company partnering with health plans to improve performance by driving high-value behaviors with targeted members. We combine behavioral analytics, data science, personalized communications and incentives to help health plans influence member actions with their most challenging members. Delivered in a more efficient and effective manner than traditional rewards programs, our solutions are designed to optimize a health plan's quality, risk and member engagement. NovuHealth works with health care's most innovative leaders and delivers an empowering, influential and connected experience anywhere a member chooses to engage.

We're a growing, creative team on a mission to create educated, active and accountable consumers of the health care system. We have a diverse team of health care marketers, technologists, scientists and entrepreneurs devoted to solving real world health care problems. We're looking for driven, smart, creative and fun candidates who share our passion for optimizing the intersection of consumer engagement, technology and innovation.

Position Summary:

We are looking for a Marketing Copywriter/Communications Manager with experience developing engaging content for printed collateral, direct mail, email, digital/web and social focused within the healthcare industry. The Marketing Copywriter is a key member of the marketing campaign creative team and leads content development and day-to-day execution of client-specific deliverables. The position may also develop content for external communications, internal communications, product enhancement needs and other projects.

Responsibilities:

- Develop engaging and results-oriented content within a multi-channel (print, web, email, text/SMS, etc), multi-client and multi-language environment
- Collaborate with department leaders to identify, develop and improve content solutions for personalized member segments and develop appropriate communication practices to lift engagement throughout those segments
- Ability to create original long-form and short-form content within channel/medium best practices
- Ability to create compelling content within a templated environment – balancing communication needs against word count, reading level, channel limitations, or other industry/client constraints
- Work across the organization to ensure that content and messaging are consistent and accurate across channels and within brand standards
- Partner with Health & Behavioral Sciences SMEs to author health, wellness and/or clinical content
- Version out repeatable/reusable content across multiple segments, and also author new content within fast-paced and complex client production cycles

5401 Gamble Drive, Suite 300 Minneapolis, MN 55416

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- Work with Client Services to ensure that client brand voice is delivering on-message and client needs are being met as needed
 - Partner with marketing leaders to measure and evaluate the impact of communication-related activities, and recommend updates to communication strategies based on findings
 - Identify new areas of growth for content and copy, working across the organization to use those opportunities in service of increased member engagement
 - Stay up-to-date with emerging trends in the content, copywriting, marketing and health care fields
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- Depending on experience, may also direct overall communications strategy and framework for the content team, including first-level ownership of content team/resources: internal team of client and product-supporting copywriters and editors in print, web and email channels; and externally facing content development utilizing external contractor resources and internal writers in channels including blog, web, social media and email

Required Qualifications:

- Bachelor's degree in English, Marketing, Communications, Journalism or other related field
- Minimum of 3 years of content writing experience for marketing engagement purposes
- Motivated by healthy living and personal accountability. The capacity to channel this passion to effectively transform complex health topics into fun, easy-to-understand "living room language"
- Possess crisp creative writing skills and have the ability to understand and write in more than one voice; adapt writing skills as necessary for email subject lines, headlines, calls-to-action, and other copy for digital ad formats
- Understand brand and product value propositions and translate them into compelling marketing messages for all stages within the member lifecycle
- Ability to collaborate with others to develop an award-winning member experience
- Strong attention to detail, ensures 100% accuracy of all work produced
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Experience in health care industry is a plus
- Spanish translation, transcreation and/or editing is a plus

How to apply:

Please email your resume to:
Mary Lohmann - Talent Manager
mary.lohmann@novu.com

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