



Physicians Caring for Texans

TEXAS MEDICAL ASSOCIATION JOB DESCRIPTION

DEPARTMENT: Practice Management Education
TITLE: Publications Coordinator
SUPERVISOR: Director of Education

BASIC FUNCTION:

Coordinate development, marketing, and implementation of TMA Practice Management publications and related education activities, working with internal and external content experts and vendors.

MAJOR RESPONSIBILITIES/TASKS

- 1) Serves as project coordinator for publications. Research and gather background information for publications; identify writers/editors; funding sources; and develop design and manage production and printing. Work with Knowledge Center for order fulfillment.
- 2) Develop and monitor budgetary activities. Prepare budget and track revenue for each publication individually and collectively.
- 3) Coordinate marketing activities. Develop and implement marketing plan for each publication and monitor effectiveness. Write copy and coordinate development of promotional brochures, ads, flyers, and website content. Keep website content current and up-to-date.
- 4) Continuing Medical Education: Prepare continuing medical education (CME) applications and handle all aspects of CME accreditation of publications.
- 5) Membership Development and Practice Management Education: Work to promote dissemination of publications content through avenues such as membership development activities and practice management education programs.
- 6) Produce and maintain online physician education material.
- 7) Participate in the general administrative activities of the department. This includes department staff meetings and cross-divisional meetings.

SUPERVISORY RESPONSIBILITY

No supervisory responsibility.

INDEPENDENCE/SUPERVISION RECEIVED

Duties are performed independently according to department policies and procedures; however, methods and procedures may not be specifically defined. Employee is often required to develop or research appropriate methods and procedures to be used.

GENERAL QUALIFICATION REQUIREMENTS

Knowledge and Experience

This position requires concentrated understanding of a specialized area of knowledge normally acquired through attainment of a bachelor's degree in a related field, plus 2 to 3 years' experience. Degree in marketing, communications, or education preferred.

Skills and Abilities

- Ability to understand and follow oral and written instructions and work independently with minimal supervision.
- Required high attention to detail.
- Design and development of marketing copy and collateral materials.
- Excellent marketing, organizational, interpersonal, and communication skills essential.
- Ability to handle multiple projects in a fast-paced environment.
- Commitment to high customer service standards and deal effectively with members and the public via telephone and in person.
- Proficient with Word, Excel, PowerPoint, IMIS, and graphics software.

To Apply:

Please go to www.texmed.org

- About TMA
- Work at TMA
- Employment Opportunities at TMA

Follow the application instructions for consideration. Email completed employment application and resume to resumes@texmed.org. No walk-ins, faxes or phone calls, please.