

Health Communication Officer

Location : South of FRANCE

Type of position : Full time – Permanent contract

Our client is a French telemedicine group operator, specializing in teleradiology, tele-expertise, teleconsultation, and teleradiology. With 15 years of experience, the group has established a solid trust relationship with expert doctors, health establishments (University Hospitals, General Hospitals, Hospital Groups, Multi-professional Health Facilities, Nursing Homes) and institutional partners. Their primary commitment is to ensure the quality of care by guaranteeing the reliability of their equipment and procedures.

As part of its expansion, our client is looking for a Health Communication Officer. Your role will be essential in improving the care delivered by their medical team and their partners.

Main Missions :

Attached to the Marketing and Communication Manager, you will perform the following missions:

- **Communication Plan:** You participate in the development of the external and internal communication plan (communication strategies for health establishments, the community of doctors, as well as internal collaborators), in close collaboration with the Marketing and Communication Manager.
- **Social Networks:** You contribute to the design of the annual media plan on social networks, bringing editorial and creative expertise to the monthly calendar. You help set up lead generation campaigns, such as webinars and sponsored content.
- **Webmastering and SEO:** You are responsible for updating the website, including writing blog articles according to a pre-established schedule. You follow SEO indicators, identify targets, and increase the visibility and traffic of the Group's website.
- **Event Projects:** You participate in the Group's event projects, whether they are trade shows, webinars, or internal events. You create varied content to be disseminated on different communication channels, such as the website, social networks, videos, brochures, and flyers.
- **Performance Analysis:** You analyze the performance of the communication actions implemented by designing reporting dashboards and monitoring social network statistics.
- **Competitive Monitoring:** You ensure competitive monitoring of media and the e-Health ecosystem, sharing relevant information internally.

Profile :

- You have a higher education degree (Master's level) in Communication or Content Marketing, with a specialization in Digital Marketing.
- You have at least 3 years of significant experience in a similar position.
- You possess excellent writing skills and a perfect mastery of digital channels, as well as principles of SEO and content strategy.
- Knowledge of the health/digital health ecosystem is strongly desired.
- You are autonomous, organized, curious, responsive, and demonstrate availability.
- You appreciate collaborative work in a matrix mode and are proactive.
- The position is in a hybrid format, combining remote work and in-person presence.

If you are motivated to contribute to the improvement of healthcare within a rapidly growing Group, guided by values of quality and innovation, then this opportunity is for you!