

# Nuts journalist (0.5 FTE)

As a Nuts journalist, your role will be pivotal in shaping our online presence and public messaging. You will be responsible for crafting and curating engaging and tantalizing content that highlights our innovative work in healthcare technology. This role involves translating complex technical concepts into accessible and compelling narratives that resonate with a diverse audience, including healthcare organizations, technology experts, and policy makers.

## Key Responsibilities:

- Create and manage a content calendar for social media platforms, ensuring a consistent and impactful online presence.
- Create engaging content that showcases our use cases, other achievements, and insights in healthcare technology, aligning with the tone and style of our existing online messages and publications.
- Monitor and analyze social media trends to ensure content relevance and engagement.
- Manage the content on our website, ensuring it is up-to-date, informative, and aligned with our social media messaging.
- Engage with our online community, responding to comments and inquiries, and fostering a positive and interactive environment.
- Prepare and disseminate press releases, newsletters, and other publications that align with our communication strategy.

## Required Skills and Qualifications:

- Strong understanding of social media platforms and digital marketing strategies.
- Excellent writing and storytelling skills, with the ability to translate technical information into engaging content.
- Familiarity with the healthcare technology sector and its key players.
- Ability to work collaboratively with technical and non-technical teams.
- Analytical skills to interpret social media metrics and adjust strategies accordingly.

In this role, your primary objective is to effectively communicate the importance and impact of optimal digital collaboration in healthcare. Your content creation and narrative shaping efforts will not only increase awareness but also support the broader mission of enhancing digital healthcare solutions. By highlighting our projects, innovations, and insights, you will contribute significantly to advancing digital collaboration in the healthcare sector, reflecting the core values and goals of the Nuts initiative.

Required time: 3 days per week