

# York County Community Action Corp.

## Communications Specialist

### Job Description

**REPORTS TO:** Director of Health Services

**STATUS:** Full-Time; Exempt

**PAY GRADE:** 7

#### **PURPOSE:**

The Communications Specialist works collaboratively with a team of health and administrative professionals to manage health education, communications and marketing efforts in a community-based primary health care setting. The Communications Specialist manages the brand, promotes health center services to potential patients, crafts and directs health messages to patients and the general community, manages social media presence and traditional media activities and coordinates staff training events.

#### **RESPONSIBILITIES:**

1. Manage Nasson Health Care brand.
2. Promote health center services to potential patients.
3. Develop and implement strategies for increasing patient engagement in self-care and the use of clinical services. Focus areas include:
  - Overcoming vaccine hesitancy.
  - Decreasing tobacco use.
  - Making the best use of scheduled appointments with providers and adhering to treatment plans.
4. Develop and implement social marketing campaigns that teach and motivate healthy behavior.
5. Operate Nasson Health Care's communication venues, including the web site; messaging to patients through web portals, text messages and email; public messaging through social media, conventional media, sponsored events and paid advertising.
6. Develop message content that addresses health promotion, disease prevention, chronic disease management, health center news.
7. Coach staff on effective communication techniques.
8. Coordinate staff training events and manage training records.
9. Serve on Administrative Council and Quality Improvement Committee.
10. Provide staff support to the Communications Committee.
11. Performs other duties as assigned, or as necessary to fulfill the position.

#### **QUALIFICATIONS:**

1. Bachelor's degree in Marketing, Health Education, Communications or related field required. Master's degree preferred.
2. Minimum of three years' experience managing social marketing or healthcare marketing projects.

3. Strong written and verbal communication skills.
4. Ability to apply critical thinking skills in the development and implementation of communications efforts.
5. Competence with communication via a range of platforms, including web sites, social media and conventional marketing venues.
6. Ability to conduct research and discern evidence-based health information messages from misinformation that has no basis in fact.
7. Commitment to the values of respect, equity, excellence and honest communication.
8. Working knowledge of the core concepts of:
  - Evidence-based practice
  - Social and behavioral determinants of health
  - Population-based care
  - Integration of medical, behavioral health and dental care
  - Community Health Center Program requirements
9. Willingness to work some non-traditional hours, e.g. evenings and weekends.
10. Must not have an active record on the System for Award Management (SAM) website.

Qualifications and responsibilities are essential functions of the job. Essential functions (EF) are the work tasks that employers do not have to change when making reasonable accommodations.

### **Responsibility for Safety and Health:**

1. Follow established standard and safety precautions in the performance of all duties.
2. Report to the Operations Manager any hazardous condition or equipment immediately.
3. Attend required safety trainings.

### **Physical Requirement:**

Physical Essential Functions of the position

Bending	O	Sitting	F	N (Not applicable)
Carrying	O	Standing	O	O (Occasionally) on/off up to 3 hrs. per day
Driving	O	Talking	F	F (Frequently) on/off up to 6 hrs. per day
Handling	O	Walking	O	C (Constantly) all the time, over 6 hrs. per day
Hearing	F	<u>Lift/Carry</u>		
Keyboarding	F	20 lbs or less	O	
Kneeling	O	<u>Push/Pull</u>		
Reaching	O	12 lbs or less	O	

No job description can define completely all aspects of a particular position. This job description in no way states or implies that these are the only duties that you will be required to perform. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or is an essential function of the position.

I have read this job description and fully understand the requirements set forth therein. I hereby accept the position of **Communications Specialist** and agree to abide by the requirements set forth and will perform all duties and responsibilities to the best of my ability.

I further understand that my employment is at-will. I understand that my employment may be terminated at-will by the facility or myself with or without notice. I further understand that should I desire to resign a four (4) week notice is necessary, and that failure to work through that notice would lead to a loss of eligibility for rehire at York County Community Action Corporation.

Employee (print) name: \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_