

Nasson Health Care
A Department of York County Community Action Corp.

*Nasson Health Care is a Federally Qualified Health Center with clinical sites in
Springvale and Biddeford, Maine.*
*We serve York County and neighboring communities through provision of fully integrated
medical, dental and behavioral health care.*

Communications Specialist

Full-time; Exempt

We are growing our team and searching for an experienced Communications Specialist.

The successful applicant will work 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. The Communications Specialist will:

- Develop and implement strategies for increasing patient engagement in self-care and the use of clinical services.
- Develop and implement social marketing campaigns that teach and motivate healthy behavior.
- Operate Nasson'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.
- Coach staff on effective communication techniques and provide staff support to the Communications Committee.

Qualifications include:

- Bachelor's degree in Marketing, Health Education, Communications or related field required. Master's degree preferred.
- Minimum of three years' experience managing social marketing or healthcare marketing projects.
- Competence with communication via a range of platforms, including web sites, social media and conventional marketing venues.
- 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.
- Willingness to work some non-traditional hours.
- Must not have an active record on the System for Award Management (SAM) website.

Visit our web site at <https://yccac.org/join-our-staff/> for an application. A completed resume, cover letter and application will be required and will be accepted until July 29, 2022. Resumes/applications may be reviewed upon receipt.

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EOE