



700 Columbine St., Sterling, CO 80751 - (970) 522-3741 – (877) 795-0646 - www.nchd.org

JOB TITLE:

Marketing and Media Specialist

Full Time, Non-Exempt

Pay Rate: \$20.00-\$22.00 hourly

UPDATED: July 2019

GENERAL STATEMENT OF DUTIES:

This position is responsible for leading the development and execution of NCHD public information, public relations, and all other marketing content, including social media and web, in alignment with the vision and mission of the agency, as well as specific program goals. This position provides leadership and develops strategy for all communication efforts and serves as an agency spokesperson when necessary. The public information officer collaborates with and supports all areas of the agency under the direction of the Public Health Director. This position is a support position requiring the use of technical, epidemiological and administrative abilities to communicate to the public on a wide variety of public health issues.

SUPERVISOR:

Works under the direct supervision of the Public Health Director.

PRIMARY DUTIES AND RESPONSIBILITIES:

Serves as NCHD's public relations and public information strategist and, when necessary, act as the spokesperson to the media and public.

Provides oversight and leadership regarding the approach to advertising and marketing in all media including newspaper, radio, digital, internal and external print and digital publications, web structure and maintenance and social media.

Coordinates with the Public Health Director and program managers in determining key messages and themes to inform and promote NCHD news and events through news releases, publications, marketing and community outreach.

Produces strategies for assisting staff in the development and delivery of promotional materials associated with agency programs, services and events.

Prepares and presents written, verbal and visual communications for various audiences.

Serves as NCHD's community liaison, monitoring and responding to the needs of the community while enhancing the agency's brand image and advancing the mission, vision and core values of the agency.

- Serving Logan, Morgan, Phillips, Sedgwick, Washington and Yuma counties since 1948 -



Provides prompt, accurate public information in a timely and effective manner, including during emergency and disaster situations.

Provides leadership in the development of internal and external communication plans with staff and the public, ensuring a consistent, effective and efficient process.

Provides confidential counsel to the Public Health Director in all matters related to public relations, public information and community outreach, including risk communication planning and response.

Demonstrates continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly to provide quality, seamless customer service.

Establishes and maintains effective working relationships with the media, employees, the public, community-based organizations, and other agencies.

Establishes and maintains media contacts to assure accurate and positive coverage of programs and services; coordinates media training for appropriate NCHD staff.

Manages some or all aspects of public health improvement planning, communication, and presentations as assigned

Performs other duties and responsibilities as may be assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

Knowledge of current public relations and public involvement techniques, principles and strategies; knowledge of media relations and public information strategies.

Excellent communication skills including presentation of information and summary reports internally and to the media and/or the general public.

Experience with web page design and maintenance; experience with using a variety of social media platforms; ability to write and oversee the design of promotional and informational materials. Experience working with Adobe Creative Suite.

Ability to establish and maintain effective working relationships with the media, employees, the public, and community-based organizations and other agencies.

Ability to communicate effectively, both orally and in writing; ability to make persuasive public presentations; ability to listen and respond to citizens and other customers on a variety of issues.

Ability to produce written documents in the English language using proper sentence structure, punctuation, spelling and grammar.



Ability to accomplish goals using sound analytical and decision-making skills and to creatively problem-solve complex issues.

Activities involve standing, sitting, driving, stooping, kneeling, climbing, lifting and carrying, transferring objects up to 100 pounds, reaching, pushing and pulling. Office equipment will be used including but not limited to calculators, photocopy machines, telephones, keyboards, computers, projectors, mobile hot spots, cell phones.

Skills and activities require fine motor dexterity, good vision, good hearing and clear speaking.

Ability to be able to work as part of a team, be flexible and use appropriate negotiation skills. Excellent written and verbal social media communication skills

WORKING ENVIRONMENT:

This position will be in an office environment. Must have familiarity with copy machines, computers, etc. Activities involve standing, sitting, driving, stooping, kneeling, climbing, lifting and carrying, transferring objects, reaching, pushing and pulling. Travel is expected of all staff throughout the 6-county region (Logan, Morgan, Phillips, Sedgwick, Washington and Yuma). Travel to Denver 1-2 times per year for training. Stairs are present in many offices. The climate and/or temperature may not be comfortable at times.

HIPAA STATEMENT: Maintain sensitive and confidential client information according to the HIPAA policy.

EMERGENCY PREPAREDNESS AND RESPONSE DUTIES:

Employee response, as required, to support public health emergencies, incidents and events. Employee participates in all exercises and drills on emergency preparedness and response, as required. Completes trainings identified as appropriate for this level employee.

QUALIFICATIONS:

Bachelor's degree from an accredited college or university in an area providing training and skills in mass media communications, journalism, public relations, advertising, marketing and public information. Valid Colorado Driver's license with good driving record, reliable personal vehicle and willingness to travel.

Two years of direct experience in a public information, communication, and/or marketing role. Preferably in public health related field. Experience and training providing public information and communication during disaster response situations is highly desirable (e.g. flood, fire, disease outbreaks etc).

OTHER: The Media and Marketing position is a full-time position funded by grants, donations and short-term funding sources. While there is no guarantee of continued employment if



funding is discontinued, NCHD will attempt to place the affected employee in a position of equal responsibility and wage, if a position is open and available

Benefits Include:

- Medical insurance options at the beginning of the month after hire
- Dental insurance options at the beginning of the month after hire
- Vision insurance options at the beginning of the month after hire
- Voluntary benefit options available at the beginning of the month after hire
- PERA Retirement upon hire
- 401K participation
- PSLF Eligible employer