

## Coordinator: Marketing and Communications

### GENERAL SUMMARY

Primary function of this position is to provide coordination and oversight for all planning, implementation, and evaluation of strategic communications for the health department. This position provides coordinated communication direction for the health departments numerous programs and grants while under the general direction and guidance of the Health Officer. The Marketing and Communications Coordinator will work with the health department administration team on strategic communications planning, while ensuring all outward facing communication channels are appropriately aligned with the public health needs of the community. It is expected that this position has the capabilities to convey complex health information in a way that is easily understood to the public. This position will serve as the point of contact on behalf of the department for all media inquiries and collaborate with departments within the county's structure. This position may provide oversight of programs to staff when assigned.

Employees must meet the minimum requirements, conditions of employment, and be able to perform successfully all essential duties and responsibilities with or without reasonable accommodations.

This position may require irregular hours. It will also require travel by the employee in the employee's own vehicle or other means of transportation.

### PRIMARY DUTIES AND RESPONSIBILITIES (may include but are not limited to the following)

- Initiates and implements communication strategies to improve public health awareness and promote the Grand Traverse County Health Department.
- Under the direction and guidance of the Health Officer, ensures the general messaging and communications of the health department are consistent with the public health needs of the community.
- Maintains oversight and responsibility of all health department communication channels including, but not limited to, website, social media, media interviews, print materials and collaboration efforts.
- Collaborates with health department leadership to ensure that all public health needs and opportunities that may arise outside of normal programmatic work are efficiently and promptly communicated to the public.
- Ensures the marketing and messaging coordinated out of the health department align with formatting and policies and procedures of Grand Traverse County and its partner departments.
- Collaborates with county departments to ensure collective efforts to improve and promote the health and welfare of the community are communicated and promoted.
- Responsible for the development, improvement, and distribution of press releases on behalf of the health department.
- Provides oversight and approval of all social media graphics and information to ensure all messaging and promotion is within the scope of required grants and administration's direction of public health...
- May be responsible for public health emergency communications during times of declared public health emergency or during a period of identified public health threat.
- Works directly with health department program supervisors and coordinators to gain complete understanding of public health programs available to the community and ensures the best way to promote and access these opportunities are correctly communicated.
- Develops and maintains health communication and promotions standard guideline documents and best practices to be utilized within the department.
- Assists in web development and design to ensure accuracy, timeliness and fresh content.
- Works collaboratively with public information teams from partner local health departments and state health departments to ensure Grand Traverse County Health Department is appropriately aligned with comprehensive public health approaches across the state and region.

- Establishes and maintains an engaged presence for Grand Traverse County Health Department on social media platforms (Facebook, LinkedIn and others).
- Writes and edits content for a variety of purposes and communication materials.
- Utilizes a variety of communication methods to relay public health messages to internal and external audiences in a professional, visually appealing manner.
- Develops and implements a robust promotions and communications program within the health department that continues to advance the education for the community on public health and the health benefits from a community perspective
- Provides comprehensive insight and explanations including delivery of accurate, prompt, and courteous assistance on complex policies, guidelines, and standard practices to internal and external partners both verbally and in writing.
- Prepares a variety of reports related to departmental activities and operations.
- Responds to requests for information and provides subject-matter-expert guidance to other departments, citizens, the public, and/or outside agencies.
- Collaborates with County and Regional leadership, other County and Regional departments, representatives of other jurisdictions/agencies in order to establish and maintain optimal department operations and appropriate service.
- Ensures compliance with statutory responsibilities and directives; evaluates and communicates the impact of potential legal or regulatory changes on the region with the county and region and seeks to ensure that the regional activities, procedures, and outcomes are consistent with industry standards and best practices.
- Participates in and/or reports to a variety of meetings, committees, professional associations, Boards, and/or other related groups.
- Reviews and updates emergency preparedness manuals and plans as assigned.
- Develops, organizes, and coordinates in-house training programs and presentation materials.
- Maintains the readiness of Crisis Emergency Response Communication planning for the health department.
- Monitors compliance with applicable grant funded outreach programs to ensure compliance with applicable program objectives, policies and procedures.

**EDUCATION, FORMAL TRAINING, AND EXPERIENCE** (minimum requirements)

- Bachelor's degree in Communications, Public Relations, Marketing, Journalism, or related fields
- Minimum of five years of relevant experience in the public communications field

**CERTIFICATIONS, LICENSES** (minimum requirements)

- Requires a valid driver's license and personal vehicle insurance and must maintain eligibility to drive as per the County's Vehicle policy.

**CONDITIONS OF EMPLOYMENT** (legal or contractual pre-employment obligations and/or requirements, such as drug testing, background check, etc.)

A background check may be required initially and periodically for an individual hired, transferred, reclassified, promoted, or currently working in this job. Appointment to or continued employment in this job is contingent upon a satisfactory background check which may include, but is not limited to: confirmation of a persons' identity; review of criminal conviction records; verification of educational degree, license, or certificate required for the position; review of Department of Motor Vehicles records; Department of Justice fingerprint scan; and/or drug and alcohol testing as required and allowable by law. A satisfactory background check is defined as the absence of a criminal history record which bears a demonstrable relationship to the applicant's or employee's suitability to perform the required duties and responsibilities of the position.

### **DISTINGUISHING CHARACTERISTICS**

Work involves the development of new guidelines and techniques, establishing criteria or developing new information where guidelines may not exist for all situations and considerable independent judgment, personal discretion, and resourcefulness are needed to interpret circumstances, and to make decisions in major areas where there may be uncertainty in approach, methodology, and interpretation. Errors at this level could cause serious, long-term consequences involving substantial financial costs, significantly reduced service to the public, and/or negative media reaction and could impact others outside of a department and may require the intervention of an agency head to resolve.

This job is not part of a series.

### **PHYSICAL DEMANDS, WORK ENVIRONMENT, AND OTHER REQUIREMENTS**

- Work is primarily performed in an office or other indoor environment
- May be required to climb or balance; reach with hands and arms; sit; stand; stoop, kneel, or crouch; talk and hear; use hands to finger, handle, or feel.
- May be exposed to working in close quarters, risk of electrical shock, fumes or airborne particles.
- May occasionally be required to lift/move up to 50 pounds.

### **KNOWLEDGE, SKILLS, ABILITIES, COMPETENCIES (minimum requirements)**

- Knowledge of communications and marketing strategies and tactics.
- Exceptional verbal and written communications skills.
- Knowledge of software; Microsoft Office (Word, Power Point, Excel), web editing, graphic design.
- Current ways to optimize presence on web and social media platforms.
- Strong organizational skills and attention to detail
- Ability to work outside of regular office hours with occasional travel and late night hours during times of public health emergency and response activities.
- Proficiency in English grammar, spelling, punctuation, and simple mathematical functions such as addition, subtraction, multiplication, division, percentages, ratios, etc.
- Knowledge and ability to use a personal computer to prepare reports, maintain records, search for and compile data
- Skill in assigning, prioritizing, monitoring, and reviewing work assignments
- Ability to understand managerial policies and prioritize the needs of the unit.
- Appropriately and effectively represent the County at a variety of community events and activities in support of positive public relations initiatives, and develop liaison relationships between the community and the County.
- Ability to interpret and explain complex policies, processes, regulations, and applicable laws in layman's terms
- Ability to consistently demonstrate sound ethics and judgment
- Ability to think analytically and apply sound judgment, solve problems, make effective decisions, and act with integrity
- Ability to comprehend, process and apply both verbal and written skills appropriate to the job
- Ability to facilitate meetings and conduct group presentations effectively and efficiently
- Ability to speak to the media, general public, and health care and emergency response professionals regarding health risks.
- Ability to maintain the confidentiality of information and professional boundaries
- Ability to use County resources effectively and efficiently