

## Job Description Communications Coordinator

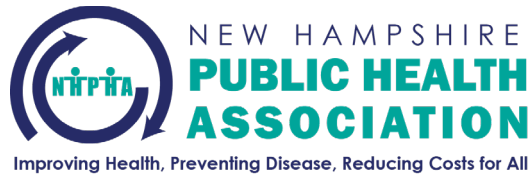
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<b>Department:</b>	Administrative
<b>Job Status:</b>	Part Time, 16 hours per week
<b>FLSA Status:</b>	Non-Exempt
<b>Reports To:</b>	Executive Director or Board President
<b>Travel Required:</b>	Less than 25%
<b>Work Schedule:</b>	Varies, generally 4 hours daily four days per week
<b>Positions Supervised:</b>	None

**Overview:** This position will serve as coordinator of NHPHA communications. The Communications Coordinator will provide oversight of communications activities, including designing and reviewing promotional materials, managing NHPHA's social media presence, researching ways to expand NHPHA's member base and social media reach, and serving as a liaison to media outlets. This is a 16 hour per week position with a combination of remote and in-office work.

### Responsibilities:

- Works with NHPHA Program Assistant to design marketing and promotional materials
- Edits all promotional materials prior to distribution
- Analyzes information from NHPHA's social media and online presence to inform communication plan revisions
- Coordinates and contributes to NHPHA blog or website content
- Assists in redesigning company website as necessary
- Maintains NHPHA presence on social media sites like Twitter and Facebook
- Assists with organizing and overseeing promotional events as needed
- Writes content for newspapers, magazines, and other media platforms
- Prepares employees for media appearances and interviews
- Research ways to reach a wider consumer base, either online or in print
- Advises NHPHA Executive Director and Board on ways to improve or update public image
- Ensures that all promotional materials are aligned with company's brand identity
- Addresses and resolves any problems that may arise with promotional content or distribution of materials
- Serves as point of contact for media inquiries
- Actively participate on NHPHA's Communications Committee
- Assist in the development, implementation, and annual evaluation of strategic plans related to NHPHA communications
- Write grants and reports on NHPHA communications activities for stakeholders and funders as needed
- Represent NHPHA at events and meetings statewide
- Act as communications subject matter expert for NHPHA programs
- Perform other job-related duties as assigned



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### **Education and Experience Requirements:**

- Bachelor's Degree in Marketing, Communications or Journalism
- Two (2) years' experience in the marketing and communications sector, including developing and managing social media and web content.

### **Preferred Qualifications include:**

- Background in public health related communications field
- Grounding in diversity, inclusion and equity principles
- Knowledge of participatory practices and community engagement frameworks
- Hiring preference for a person with lived experience as a member of one or more communities of concern

### **Required Skills, Knowledge, and Abilities:**

- Knowledgeable of effective marketing strategies and capable of creating and maintaining a network of vendors for promotional events
- Must be computer savvy and able to navigate online meeting platforms (Zoom, WebEx, Word Press, etc.) as well as learn and adapt to new software and technologies. Knowledgeable of website design
- Ability to conduct independent research into target market
- Ability to exercise independent judgment within generally defined practices and policies
- Excellent oral and written communication skills
- Excellent organizational and time management skills
- Excellent presentation skills
- Ability to work as part of an interdisciplinary team and maintain positive relationships with members and stakeholders
- Ability to prioritize and handle multiple projects
- Ability to accept responsibility and account for his/her actions
- Ability to perform work accurately and thoroughly
- Ability to make critical decisions to solve a problem or reach a goal while following NHPHA procedures
- Ability to organize well and follow a systematic method of performing a task
- Ability to find a solution for or to deal proactively with work-related problems
- Ability to utilize the available time to organize and complete work within given deadlines

### **Work Environment:**

This position operates in a professional environment. This role will interact with other people and routinely need to handle several responsibilities at once. This role routinely uses standard office equipment such as computers, phones, photocopiers, scanners, fax machines.

### **Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this job.



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While performing the duties of this job, the employee is regularly required to see, hear and speak. A great deal of the professional day is spent walking, standing, moving, and manipulating equipment, as well as lifting and moving objects, equipment and supplies. The employee frequently is required to reach with hands and arms and perform repetitive key board motion. Specific vision abilities required include close vision, distance vision, ability to adjust focus, and peripheral vision. It is anticipated lifting 20-25 pounds in any given day will be required. Lifting up to 50 pounds may occasionally be required.

**I acknowledge that I have received and reviewed my most current job description with my supervisor.**

Signature: \_\_\_\_\_  
Employee Name:

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
Supervisor Name:

Date: \_\_\_\_\_