Sample Job Description

Summary

Under the supervision of the Project Director, this position will be responsible for providing health communication and marketing expertise. This position will be responsible for developing and disseminating clearly written, well-designed health communication materials for public health prevention partners in a variety of formats, such as web content, blogs, posters, training materials, etc. Additionally, this position will provide support for the clearance of developed materials as needed and briefings to management and partners.

Essential Duties

- Plan, develop, implement, and evaluate traditional and message strategies that meet public health mission and goals.
- Provide marketing and communications expertise in the development and implementation of printed and online publications, websites, presentations, and collateral materials.
- Partner with organizations and online partners to develop effective and cost-efficient opportunities for message planning, research, message development, and message delivery.
- Establish and maintain effective working relationships with partners, contractors, and stakeholders.
- Develop content for posting on various digital media outlets, including ensuring consistency across communication channels and working within state requirements and guidelines. This may require with partners or contractors.
- Ensure communication activities are based on accepted principles, methods, and best practices.
- Attend internal and external meetings as requested.
- Complete assigned contract deliverables, including required reports, within established timeframes.
- Manage project work, as needed, including quality assurance and deliverable compliance.
- Other duties as assigned.

Required Skills

Candidates should have an understanding of communication theory and practices, knowledge of 508 compliance and accessibility, experience engaging public health preventions partners at the state and/or local level, as well as digital media strategy and implementation.
Required Experience and Education

Bachelors degree and 4+ years of relevant experience in a public health setting or equivalent combination of education and experience. Masters' degree is preferred. State or local health department experience is a plus.