

TEXAS HEALTH INSTITUTE

2018 Job Description

TITLE: Communication Specialist

REPORTS TO: Chief Operating Officer

BASIC FUNCTION: Works with Board of Directors, staff and consultants to design, produce, supervise and implement marketing and communications for all Texas Health Institute work. Is a member of the management team.

MAJOR RESPONSIBILITIES/TASKS

1. Produces and disseminates marketing-related publications, including social media, newsletters, annual reports, brochures, direct mail pieces, and other special or individual project promotional or educational materials for Texas Health Institute in general, as well as all current and prospective programs.
2. Works with the Chief Operating Officer to establish and update standard operating procedures for all Texas Health Institute forms of communications.
3. Produces and/or reviews and edits all Texas Health Institute external communications, including applications, reports, press releases, announcements, etc. to ensure consistent branding and marketing of Texas Health Institute. Produces all promotions, tracks, and disseminates promotional materials and markets Texas Health Institute events.
4. Monitors consumer and partner engagement data in accordance with Texas Health Institute business and strategic plans and reports findings to Management Team.
5. Produces Texas Health Institute's website and other Texas Health Institute managed websites (Southern Obesity Summit, Texas Primary Care and Health Home Summit, Mountain States Regional Genetics Network) and supervises staff, contractors and volunteers in a continuous update and improvement cycle with quarterly outcomes.
6. Participates in preparation of grant applications to corporations, foundations, federal and state agencies and individuals.

7. Creates and produces advertising; researches potential media outlets, purchases and places public services advertising.
8. Manages all public relations to media. Produces and disseminates press releases; manages maintenance of accurate media lists, press clippings file and photo files; manages crisis communications; manages photo-opportunities and media events.
9. Pursues and secures media and corporate marketing sponsorships and cross-promotions, in accordance with the Texas Health Institute business and strategic plans.
9. Participates as a member of Texas Health Institute's Management Team, provides weekly updates to the management team tracking report.
10. Conducts other duties as assigned.

POSITION REQUIREMENTS, KNOWLEDGE, SKILLS & ABILITIES:

NOTE: *These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.*

Supervisory Responsibility:

Assigned staff, contractors and volunteers.

Knowledge and Experience:

The minimum education required is a Bachelor's degree. A Master's degree is preferred. Must have a proven track record of at least two years of communications experience.

This position is a part-time position, 20 hours per week, salaried position. Minimum travel is required.

Qualifications:

- Ability to transform public health data and findings into exciting and useful messages, and disseminate to target audiences through appropriate distribution channels
- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing, editing and verbal communication skills
- Relationship builder with the flexibility and fitness to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to guide communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants and other supporters.

- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives, ability to manage a variety of initiatives concurrently

Skills and Abilities:

Must have strong communication skills, editing and English grammar skills, persuasive abilities, organizational skills, and business strategy skills. Must be of high integrity and committed to the vision and mission of the organization. Previous experience in public health, health care, or related settings a plus.

Additional Skills/Experience that are Preferred:

Design (Graphics, illustration, UX, etc.)

Adobe Photoshop, Illustrator, Acrobat required with web layout design portals or software like Omni Graffle

Analytics (Web, mobile, traffic, UX, etc.)

Strongly familiar with web analytics and best practices for web design, google analytics reporting, Facebook reporting, and the use of targeted google and Facebook ads. Should understand how Facebook/Google Ad flights work. Should also be familiar with other analytics for Instagram, Pinterest, and emerging social media platforms,

Inbound marketing (SEO/SEM, social media, email, traffic management, etc.)

Background in SEO (search engine optimization) and SEM (search engine marketing), email programs like Mail Chimp or Custom Contact and how these interact and leverage website is preferred. Dashboard analytic tools would be highly preferred.

Please submit a copy of your resume, a writing sample, THI Employment Application and a cover letter to Ms. Sherry Wilkie-Conway at swilkie@texashealthinstitute.org

Texas Health Institute is a non-profit public health institute with a mission to advance the health of all. Since 1964, we have served as a trusted, leading voice on public health and healthcare issues in Texas and the nation. Our programs and education offerings accelerate the implementation of new findings, creating opportunities for people to live a healthy life.