



POSITION DESCRIPTION

Job Title: Communications & Outreach Coordinator

Reports To: Director of Education & Events

Position Summary

The Communications & Outreach Coordinator plans, promotes and executes key communications and outreach activities in support of the association's member engagement and external relations activities, including education, events, advocacy and media relations.

CORE RESPONSIBILITIES

Marketing & Communications (30%)

- Writes content and produces assets to promote education and event offerings.
- Creates and/or oversees design and production of promotional materials, including web content, event app/s, emails, videos, social media posts, brochures, flyers and other content.
- Targets and distributes promotional materials using variety of offline and online media channels.
- Assists with writing and distributing news releases, media advisories and statements.
- Plans and executes media events; coordinates media interviews as assigned.
- Writes content for reports, publications and other projects as assigned by the VP of Communications and Member Engagement.

Social Media (30%)

- Develop and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, and photo content.
- Attend events and produce live social media content.
- Maintain unified brand voice across different social media channels.
- Collaborate with marketing team to create a social media calendar.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.

Event Coordination (25%)

- Assists in coordination of meeting facility arrangements and venue logistics as directed by Director of Education & Events.

- Manages logistics involved with virtual offerings and webinars, including the tracking and implementation of activities required to deliver planned offerings.
- Creates, compiles and packages information, content and assets for MHA events and provides to staff responsible for event registration setup and management.
- Facilitates and coordinates meetings with key stakeholders and advisers in order to execute the annual events and education plan, including internal program staff and the association's Education and Member Development Committee.

Measurement & Analytics (10%)

- Creates, collects/compiles, and reviews event/program evaluations with Director of Education & Events.
- Develops and distributes performance reports on communications and outreach metrics with Vice President of Communications & Member Engagement.

Other Duties as Assigned (5%)

- Performs other duties as assigned by the Director of Education & Events or the Vice President of Communications & Member Engagement.

Experience & Qualification Requirements

- Bachelor's degree required, communications or marketing degree strongly preferred. Candidates with commensurate years of experience will be considered.
- Minimum 2-3 years of experience in communications, marketing and/or outreach.
- Excellent written and oral communications skills.
- Excellent organizational skills; ability to multi-task and manage multiple projects/deadlines.
- Page layout and design skills; familiarity with Adobe Creative Suite strongly preferred.
- Technology and social media savvy with experience creating of infographics for social media and other electronic communications.
- Strong mathematical and analytical skills to effectively evaluate data and performance.
- Ability to manage and update Wordpress (or similar) website content management systems.
- Proficiency with MS Office, especially Microsoft Word, Excel, and PowerPoint.
- Ability to work both independently and in a team environment.
- Experience working for membership and/or healthcare organizations preferred.

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Individual must be able to organize work tasks and manage own workload time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree in communications, journalism, marketing, public relations, or related field, or commensurate years of experience.

Language Ability

Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry; must have understanding of budgeting process and working within an established budget.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Identifies and resolves problems in a timely manner. Ability to deal with problems involving several concrete variables in standardized situations. Uses reason even when dealing with emotional topics.

Computer Skills

To perform this job successfully, an individual should have intermediate to advanced level of knowledge of Microsoft Office Suite and some knowledge of desktop publishing and project management software. Familiarity with social media (web site, Facebook, Twitter, Instagram) required, with ability to post/edit information. Other skills typically include use of a programmable telephone system, audiovisual equipment and the internet.

Analytical

Collects and researches data. Designs work flows and procedures.

Customer Service

Manages difficult or emotional customer situations. Responds promptly to customer requests for service and assistance. Solicits customer feedback to improve service.

Interpersonal

Maintains confidentiality. Listens to others without interrupting. Keeps emotions under control. Remains open to others' ideas and trying new things.

Oral and Written Communication

Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification; responds well to questions. Edits work for spelling and grammar. Varies writing style to meet needs. Able to read and interpret written information. May provide work direction to Administrative support staff.

Judgment

Displays willingness to make decisions. Exhibits sound and accurate judgment. Supports and explains reasoning for decisions. Includes appropriate people in decision-making process.

Team Work

Balances team and individual responsibilities. Exhibits objectivity and openness to others' views. Gives and welcomes feedback. Contributes to building a positive team spirit. Puts success of team above own interests. Recognizes accomplishments of other team members.

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.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to manipulate objects, tools, or controls. The employee is occasionally required to stand, walk, and reach with hands and arms.

The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision.

Intermittent travel is required; the position functions out of the office at association events/other meetings approximately 6-9 times/year (for 2-5 days), with additional travel as needed. Montana driver's license required with ability to drive across the state by car.

Work Environment

The work environment characteristics described here are representative of those an

employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The work is performed in a standard office environment and in a variety of commercial venues. The noise level in the office environment is usually quiet, but can be variable in other settings.

Status: Full-Time, Non-exempt

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