



**United Way of Merced County
Position Description for the Building Healthy Communities Program**

Job Title: **Hub Communications Specialist**
Reports to: Hub Manager

PROJECT BACKGROUND AND DESCRIPTION

Building Healthy Communities (BHC) is a 10-year strategic effort funded by The California Endowment (TCE) aimed at improving the health status of communities in fourteen California sites. BHC is working to create healthy communities through policy and systems change driven by intentional resident engagement and systems partnerships.

ROLE

The Hub Communications Specialist serves as the media contact and spokesperson for the Building Healthy Communities Hub. The position's primary function is to provide day-to-day media support and coordination of publicity and public relations related to the Hub, BHC and TCE, as they relate to the Southwest Merced/East Merced County site. He or she also assists with other project-related activities as needed.

Given the nature of the work, this position requires flexible hours including work on some evenings and weekends. The Communications Specialist will be expected to make the position his or her top priority and to arrange a work schedule that reflects that level of commitment.

Based on the job duties described below, this is an **exempt** position with prorated benefits.

RESPONSIBILITIES include the following (other duties may be assigned).

Under the overall direction of the Hub manager,

1. Serves as the lead media contact for the BHC Southwest Merced / East Merced County Hub.
2. Prepares and distributes messages to media outlets in the form of media advisories, press releases, flyers, brochures, newsletters, posters, presentations, speeches and blogs.
3. Generates regular on-line content for Hub-managed sites including, but not limited to web pages and social media outlets (including Facebook, Twitter, YouTube and BHC Connect).
4. Provides photography for a variety of Hub events. Edits photos to create relevant presentations for various meetings, conferences, and convenings.
5. Covers a variety of events, meetings, and conferences as a Hub reporter, submitting photos and articles to local media outlets when their own reporters cannot attend.
6. Coordinates the production of written columns, Letters to the Editor, and responses on social media on issues important to BHC.
7. Creates and updates a comprehensive communication plan and budget.
8. Maintains inventory of media equipment.
9. In conjunction with Hub staff, plans and coordinates large community events and smaller social events.
10. Creates and administers surveys and other evaluation instruments designed to obtain input and feedback from community members, partners, and other audiences.
11. Maintains records that measure the scope and effectiveness of messages, relating them to goals identified in BHC project plans, the Southwest Merced / East Merced County BHC logic model, project narrative and the TCE/BHC campaigns.

12. Engages other Hub staff, TCE, and BHC Hub managers and others in identifying topics and generating messages that inform the community of local efforts to achieve BHC goals.
13. Serves as an advisor, trainer and collaborator to community partners as they communicate within the Hub and to the community.
14. Develops and manages a community calendar and an electronic newsletter for events relating to BHC.
15. Coordinates translation and interpretation services for key documents and media events.
16. Composes and/or types, photocopies, compiles, and distributes program correspondence, invitations, forms, packets of program handouts, and other items as requested.
17. Contributes regularly to required progress reports and produces written summaries as requested.
18. Maintains a centralized data base of contact information of BHC stakeholders, including mailing lists and e-mail lists for Southeast Merced County BHC members.
19. Participates on TCE statewide and regional networks and convenings designed to leverage the BHC communication coordinators' efforts because the volume of information is substantial and will grow during the 10-year-long project lifespan.
20. Other duties as assigned.

ESSENTIAL FUNCTIONS

The communications specialist's role is to identify all critical audiences, both internal and external to the Hub Collaborative. He or she ensures that all important messages are transmitted using a wide range of media channels with an emphasis on feedback, inclusion, transparency and outreach.

SUPERVISORY RESPONSIBILITIES

The communications specialist may directly supervise and train volunteers and members of the Hub, including youth. Duties may include developing job descriptions, recruiting, selecting, training, supervising and evaluating workers as well as addressing complaints

and resolving problems.

EDUCATION and EXPERIENCE

Graduation from an accredited 4-year college or university is absolutely required. Three or more years of relevant communication, marketing, and/or journalism experience are highly desirable.

QUALIFICATIONS: TECHNICAL KNOWLEDGE, SKILLS AND ABILITIES

1. Strong, communication skills with proficiency in using multiple media channels (print, on-line, PowerPoint, oral presentations, etc.)
2. Direct experience creating and managing media operations utilizing multiple channels as above.
3. Writing skills as evidenced by previous experience writing press releases, blogs, newsletters, news reports, and columns.
4. Strong analytical skills and the ability to assemble and lead others, including providing training and support to ensure success.
5. Ability to compose, edit, design and produce publications including newsletters, flyers, brochures, posters and other documents, including online publications and interactive sites.
6. Familiarity with social media including, but not limited to Facebook, Twitter, interactive web sites and blogs.
7. Familiarity with and, preferably, experience working in an office environment, particularly in a non-profit or public agency.
8. Able to plan workload and maximize resources while working on multiple projects
9. Motivated and able to work independently.
10. Bilingual ability (English and Spanish) is highly preferred.
11. Familiarity with the BHC Southwest Merced/East Merced County community is desirable.
12. Ability to set up online data collection (e.g. Survey Monkey) and to gather input through surveys or focus groups is desired.
13. Excellence in professionalism with the ability to maintain strict confidentiality and integrity.
14. Able to work effectively with people from diverse economic and ethnic backgrounds and communities.
15. Ability and means to travel as needed, proof of liability and property insurance on vehicle used is required.

INTERPERSONAL QUALIFICATIONS

1. Proven team leader who assists others and asks for help when needed.
2. Strong listening, interpersonal, networking, and customer service skills.
3. Professionalism with the ability to maintain strict confidence and integrity.
4. Able to work effectively with people from diverse backgrounds and communities.
5. Deep interest in and commitment to the vision, mission and work of BHC.
6. Excellent verbal and written communication skills.
7. Ability to receive and implement constructive criticism and feedback.

CERTIFICATES, LICENSES, REGISTRATIONS

Possess a valid California Drivers License and verifiable automobile insurance. Have the use of a reasonably reliable automobile or equivalent vehicle for transportation to irregularly scheduled events.

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.

1. While performing the duties of this job, the employee is regularly required to use their hands. The employee frequently is required to stand; walk; sit; reach with hands and arms; climb; stoop, kneel, crouch; talk and hear.
2. The employee must occasionally lift 40 pounds and move it up to 100 feet. Push a hand-truck or dolly with a load of 150 pounds a distance of 100 yards; and access items on shelves and in files located 0 to 60 inches above the floor.
3. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus.
4. While performing the duties of this job, the employee is occasionally exposed to wet and/or humid conditions; normal airborne particles; outside weather conditions; extreme cold; and extreme heat. The noise level in the work environment is usually moderate.

SALARY AND BENEFITS

The Hub Communications Specialist is a full-time, exempt position. This job position is grant funded through February 27, 2015.
Salary is 37,000 per year plus benefits.

HOW TO APPLY

Please submit a cover letter, resume and names and contacts of 3 job references.

1. Cover letter explaining why you are applying for the position and your experience working with collaborative to achieve community-wide goals.
2. Resume
3. One page writing sample – English
4. Sample Press Release
5. Sample News Article
6. Sample Blog or Newsletter
7. One page writing sample – Spanish (optional)
8. 3 professional references – profession, address and phone numbers

Only complete electronic submissions will be considered.

Please submit to:

Isai@unitedwaymerced.org

*** For more information please visit:

www.bhcconnect.org/merced

or our Facebook page at

www.facebook.com/bhcmerced

Cover letter, resume, and accompanying materials will be accepted from July 14 through Thursday, July 18, 2014. Applications will be reviewed on a rolling basis and the position will be filled immediately.