



Job Description

Communications Manager

Salary Range: \$4,922 – \$6,289 per month

Location: Davenport

FLSA Status: Exempt

Division: Administration

Full-Time Equivalency (FTE): 100 %

Reports To: Administrator

Closing: September 19, 2023, or until filled

Summary:

In Collaboration with leadership, program staff and community, strategically develop, design and market the LCHD program campaigns and initiatives to effectively and efficiently reach targeted audiences and the public. Provides composition services to include the design, layout and production of materials and assure integrity of the LCHD branding on all print, digital and promotional materials within the organization for staff and externally for clients, partners, and public.

Work to develop content and social media strategies based on health department priorities, objectives, and project needs. Work with staff and subject matter experts to develop, design and maintain the LCHD website.

This position performs duties that require discretion when preparing, disclosing, and handling information that is confidential, controversial, or sensitive in nature. This role may communicate and maintain confidential records, be privy to information and documentation that require discretion including sensitive information with respect to employer-employee relations. This role only requests access for relevant confidential information needed to perform this role and responsibilities.

Program Activities:

The following program activities and responsibilities may be covered under this job specification and are considered essential functions of the position:

Communication Content Strategy Development & Execution

- Participates in the development of content and social media strategy that is consistent with LCHD vision, mission, values, strategic plan, and program goals.
 - Creates and executes social media-specific campaigns designed to improve engagement and strengthen LCHD's image/influence in the community.
 - Develops quality content that supports the strategy and is appropriate for the platform where it is published/posted (text-based, infographics, multimedia).
 - Guides program staff through industry standard practices to develop effective posts and messaging.
 - Advises staff on effective digital and social platforms and techniques.
 - Work together with staff to:
 - Develop a plan and strategy for content dissemination.
 - Utilize established analytics in social media campaigns and adjust accordingly.
 - Determine illustration for articles and posts.

- Evaluate audience/end-user reception of messaging during and after lifespan of campaign, adjust strategy as necessary.
- Develop and maintain editorial calendar and timelines to ensure timely publication of website and social media platforms.

Reporting Metrics

- Monitors web traffic, engagement and reporting metrics for website and social media platforms.
 - Analyzes web site for effectiveness and efficiencies associated with social media campaigns, using Google Analytics report data, user feedback and best practices.
 - Analyzes social media metrics for individual platforms: Facebook, Instagram
 - Works with staff to quickly respond to social media comments.

Content Maintenance

- Creates and maintains content style-guide for all social media platforms.

Web Design, Development and Maintenance Process

- Collaborates with staff through a content strategy process for co.lincoln.wa.us, Lincolncountycare.org, LCHD campaign sites and collaborative partners sites. This includes assessing the goal of the overall project and creating an alignment with audience/end-users' demographics and internet-use habits.
- Develops, designs, and maintains the LCHD web site:
 - Monitors site content
 - Updates site regularly to keep fresh and appealing.
 - Makes recommendations to LCHD leadership on design and content.
 - Creates and maintains style guides for look and feel of all web pages.
- Advise and train selected staff on how to use content management systems; conduct periodic quality reviews.
- Assures accuracy and timeliness of LCHD web site.
- Publishes and uploads web site and social media content for dissemination and marketing.
- Collaborates with contracted web site developers to ensure the web site presents professional design and functionality from the perspective of audience/end-user.

Internal and External Collateral Development

- Responsible for high quality and effective design of assigned publication/reports, infographics, illustrations, brochures, promotions, and other communication collateral.
- Directs LCHD brand development and oversees adherence to the brand throughout LCHD.

Leadership

- Represent the LCHD in a professional manner, providing services with basic tact and courtesy.
- Occasionally prepare and present health information and data to a wide array of audiences.
- Develop and maintain professional relationships with state, local and community partners.
- Model strong leadership and promote a professional work environment.

Qualifications:

- **Education**
 - **Required** – bachelor's degree in communications with emphasis on web design, writing, graphic design, through use of media technology, or similar related major.
- **Experience**
 - Two years of related experience developing and designing marketing materials and composing content for public audience via media and media technology.

Required Certifications and Licensure:

- Valid Washington State driver's license (or ability to obtain within 30 days).

Knowledge, Skills, and Abilities:

- Providing participant centered customer service.
- Ability to efficiently use graphic design and web/intranet applications at an advanced level. knowledge of file formats and appropriate uses (i.e., tif, eps, pdf). Basic knowledge of HTML and CSS.
- Developing rapport and encouraging open communication with partners.
- Organizing and synthesizing information to evaluate and prioritize the information appropriately.
- Communicating clearly and concisely, both orally and in writing.
- Skill in analyzing, compiling, recording, and assessing data to draw accurate conclusions.
- Applying pertinent rules and regulations required to conduct eligibility tasks.
- Time management skills.
- Work well with people of varied cultural and socioeconomic backgrounds.
- Maintain confidentiality and compliance with the Health Insurance Portability and Accountability Act (HIPAA).
- Ability to exercise initiative, tact, discretion, and judgement in carrying out responsibilities.
- Skill in communicating effectively within a sometimes-stressful environment.
- Ability to provide technical expertise and support to staff through coaching, mentoring, and training.
- Ability to establish and maintain effective working relationships with a diverse population of clients, community-based agencies, and departmental personnel.
- Ability to interpret and apply federal, state, and local laws and regulations.
- Ability to communicate effectively both orally and in writing with tact, diplomacy, and sensitivity.
- Ability to work independently with minimal supervision.
- Computer literacy. To perform this job successfully, an individual should have knowledge of Microsoft Products such as Word, Excel, Outlook, PowerPoint, Publisher, and Access. In addition, an individual must have the ability to learn software used at the Health Department.

Work Environment and Physical Demands:

- Indoors, sedentary up to 8 hours/day sitting or standing.
- Outdoors, up to 4 hours/day walking, standing, or driving.
- Up to 8 hours/day keyboarding or typing at a computer terminal.
- Ability to drive in various climates (rain, snow, wind, sun, mud, varied air quality levels, extreme temperatures heat/cold, etc.).
- Ability to navigate sites (uneven ground, climbing up/down stairs, etc.) on an occasional basis.
- Communication skills to interact effectively with people.
- Comprehend and process verbal communication.
- Ability to maintain composure in stressful situations.
- Visual acuity to read and write.
- Ability to discern colors, odors, and sounds.
- Ability to bend, twist, stoop on a regular basis.
- Ability to lift, push, pull, or carry up to 40 pounds on a regular basis.
- Ability to type, file, and complete forms.

Work Schedule:

This position is nonexempt and is overtime eligible based on the provisions listed in the Fair Labor Standards Act (FLSA). The regular workweek is 40 hours, Monday through Friday 8:00 – 4:30pm.

Travel:

- Travel, primarily within the jurisdiction of LCHD and within the state, is required to attend meetings, attend conferences, and seminars.
- A LCHD vehicle will be provided for use. However, as a condition of employment, employees may be required to utilize their private vehicles in the performance of their duties but will be reimbursed for mileage.

Emergencies:

When public health responds to an emergency you may be assigned duties that are outside your regular job description. This may involve responding at any time, including nights and weekends, with possible deployment to locations other than the department.

Necessary Special Requirements:

- The selected candidate will be required to successfully pass a background check.
- Ability to obtain or provide documentation of required immunizations.
- Employees are required to adhere to OSHA/WISHA guidelines including but not limited to completing their mandatory trainings on time.

Application Process:

Candidates who wish to be considered for this position must complete the application at www.co.lincoln.wa.us/public-health/employment/ and include the below items:

- Cover letter
- Resume
- Complete application form
- Any relevant supporting documents

For more information about the application process or the position please contact Ed Dzedzy, Director at edzedzy@co.lincoln.wa.us or 509-215-1023.

Application materials can be emailed to: edzedzy@co.lincoln.wa.us

Or mailed to: Ed Dzedzy
Lincoln County Health Department
90 Nicholls
Davenport, WA 99122