

JOB DESCRIPTION

POSITION TITLE:	Digital Media and Outreach Specialist
LOCATION:	HOPE Clinic (Main)
REPORTS TO:	Business Development Director
EDUCATION:	Bachelor’s degree required, preferably in Marketing, Communication, Social Work, Public Health, or Biology
WORK EXPERIENCE:	1-3 years marketing experience or relevant work experience required. Non-profit experience preferred.
SALARY RANGE:	\$14.00-\$18.00/ hour
FLSA STATUS:	Hourly – Non-Exempt
POSITION TYPE:	Full-Time
POSITION REQUIREMENTS:	Fluent in English; Bilingual in English and Spanish, Arabic, Burmese, Chinese or other languages is strongly preferred.

HOPE Clinic is an equal opportunity employer, dedicated to a policy of non-discrimination in employment on any basis including but not limited to disability, race, creed, color, age, sex, religion, political or other opinion, national or social origin, etc.

JOB SUMMARY:

The Digital Media and Outreach Specialist will be responsible for connecting HOPE Clinic to the different communities it serves, planning and implementing marketing initiatives and campaigns to bring health awareness to the community. This role will develop, execute, and monitor marketing agendas across a variety of channels. He/she will also be responsible for maintaining a calendar for outreach events and assist in planning and executing various events. This role will also assist with coordination of outreach activities, health education/awareness initiatives, navigation, and eligibility assistance to patients and communities of HOPE Clinic.

MAJOR DUTIES & RESPONSIBILITIES:

- Create/edit/distribute engaging written, graphic and/or video contents for a range of media formats for the website, print, press releases, brochures, social media, e-newsletters/newsletters, email campaigns and work with local media outlets as needed;
- Create marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation/posting schedule for HOPE Clinic’s programs, paid advertising, special events, sponsorships, newsletter publications, and/or announcements;
- Create flyers, posters, etc. and marketing materials for clinic service and events promotions;
- Ensure that marketing plans and messages reinforce HOPE Clinic’s mission and are delivered effectively to target audiences;

- Manage HOPE Clinic’s website and different social media handles including but not limited to Instagram, Facebook, Twitter, etc.;
- Grow and expand company social media presence into new social media platforms, plus increases presence on existing platforms including Facebook, LinkedIn, Twitter, and Instagram;
- Collaborate with all HOPE Clinic departments to develop key messages for updates about clinic services and programs for various campaigns-from ideation to execution to reach specific/different communities;
- Provide training and guidance to outreach team members on social media implementation best practices and strategies;
- Research and monitor activity of FQHC market;
- Collect patient data and analyze interactions and visits, plus use this information to create comprehensive reports to improve future marketing strategies and campaigns;
- Ensure that work assignments and information gathered from day-to-day work is not shared with anyone and protects all patient and agency information. Is knowledgeable of and maintains HIPAA standards of privacy and confidentiality;
- Actively participates in performance improvement initiatives and quality assurance activities-as needed;
- Outreach, coordinate, and conduct town hall in different populations regarding health initiatives such as Zika awareness and COVID-19 awareness-as needed;
- Schedule patients who needed guidance in Marketplace Health Insurance; assist patients with marketplace application; and assist with ACA project reporting – as needed;
- Attend on-site/off-site community engagement activities, meetings and on-site/off-site clinic events as needed;
- Attend meetings pertaining to health topics such as prenatal care, diabetes management, etc. – as needed;
- Plan and execute outreach and education activities both in house and in the community; coordinate the necessary materials and staff for the events – as needed;
- Organize civic engagement tabling in house and coordinate civic engagement activities and voter registration drives in the community – as needed;
- Build new/retain current partnerships with community-based organizations (local schools/school districts, religious organizations, businesses, and other social service organizations), especially near the new clinic sites – as needed;
- Work with local elected officials to advocate and promote the importance of a health home and build a working relationship with them – as needed;
- Report media campaign or marketing progress to Business Development Director and/or Upper Management as requested;
- Perform other duties as assigned to support HOPE Clinic’s Mission, Vision, and Values.

QUALIFICATION REQUIREMENTS:

- Skilled in graphic design;

- 1 - 3 years marketing experience required;
- Experience with desktop publishing software and production processes, as well as photography, videography, photo editing software including Photoshop, Final Cut Pro, Premiere Pro, Macintosh operating systems and Adobe Creative Suite applications.
- Knowledge and use of social media platforms, including emerging technologies and trends with experience in creating social media posts on Facebook, Twitter, Instagram, LinkedIn and HootSuite and be able to utilize the Internet;
- Ability to create unique story/content/media ideas under tight deadlines;
- Excellent interpersonal skills, verbal and written communication, feature writing, editing and presentation skills. Excellent research skills, utilizing the Internet, as well as print and other sources.
- Knowledge of target audiences;
- Knowledge of and experience in developing, implementing, and working in a community outreach program;
- Ability to think strategically and use data to recommend actions.

TRAVEL REQUIREMENTS:

- Ability to travel to satellite sites and/or off-site locations for events or training as needed;
- Proof of liability and property damage insurance on vehicle used is required.

EDUCATION and/or EXPERIENCE:

- A Bachelor's degree in digital media, graphic design, public relations, communications, marketing, or closely related field required. Experience in the medical field and referral/patient navigation is preferred.

LANGUAGE SKILLS:

Ability to read, analyze, and interpret general health and social services guidelines, technical procedures or governmental regulations. Ability to write reports, health correspondence and procedure manuals. Ability to effectively present information and respond to questions from groups or patients, center staff, and the general public.

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent.

REASONING ABILITY:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instruction furnished in written, oral, diagram, or schedule form.

LEADERSHIP RESPONSIBILITIES:

No supervisory or direct people management responsibilities. May provide occasional work guidance, technical advice, and training staff.

WORK COMPLEXITY/INDEPENDENT JUDGEMENT:

Work tasks are often straightforward, routine, structured and guided by established policies and procedures. Little, if any, independent judgment is required, outside of making basic choice in the selection and application of established methods. The job received frequent, ongoing supervision.

PROBLEM SOLVING:

Decisions are made on routine matters affecting few individuals and usually within the confines of the job's own department. Specific job activities and results are typically reviewed closely. There are limited requirements for developing new ideas or changes in methods, procedures or services.

COMMUNICATION/INTERACTIONS:

Information sharing - give and receive information such as options, technical direction, instructions and reporting results. Interactions are mostly with customers, own supervisor and coworkers in own and other departments.

IMPACT OF DECISIONS:

Follow rules and procedures. Decisions can have minimal or no impact to HOPE Clinic. Errors can be readily detected, usually by the employee, and, if made, would result in minor expense for correction.

PATIENT RELATIONSHIPS:

Follows through with customer inquiries, requests, and complaints. Forwards difficult and non-routine inquiries or requests to appropriate level for resolution.

AMERICANS WITH DISABILITIES SPECIFICATION:

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 essential duties of this job, the employee is regularly required to stand, sit, talk, hear, stoop, kneel, and use hands and fingers to operate a computer and telephone keyboard reach;
- Specific vision abilities required by this job include close vision requirements due to computer work;
- Light to moderate lifting (up to twenty pounds) is required;
- Ability to uphold the stress of assisting patients of diverse backgrounds;
- Regular, predictable attendance is required.

WORKING/ENVIRONMENTAL CONDITIONS:

Work is normally performed in a typical health clinic work environment which may or may not subject the employee to hazardous or unpleasant elements, noise, crowds, confined/restricted but fire hazard approved desk spaces/rooms and varying temperatures at the clinic. There may be occasional off-site/outdoor assignments with exposure to heat/cold, wet/humid, dry/arid airs or temperatures.

HOPE Clinic is a smoke-free and drug-free workplace in compliance with federal guidelines.

Signature

Date

Full Name - Printed