**Employee Name:** Snyder, William “Bill”

**Job Title:** Marketing & Public Relations Specialist

**Department:** Marketing & Business Development

**Supervisor:** VP of Strategic Project Development

**Level: (***Non-exempt***)**

**Job Summary:** The Marketing & Public Relations Specialist serves as key strategists in developing communication campaigns that influence public opinion, raise awareness, and drive engagement. This work involves monitoring media coverage, assessing public sentiment, and adapting strategies as needed to maintain a positive image. This role develops the organization’s marketing, advertising and promotional activities both internally and externally to meet marketing strategies and organizational objectives.

**Minimum Qualifications:**

**Education:** High School Diploma or equivalent to (REQUIRED).

**Experience:**

* At least 3-years experience in marketing, media, and public relations or related field.
* Experience with traditional and digital marketing, content marketing, and social media.
* Proficiency in full Microsoft suite, especially with Excel and PowerPoint.
* Proficiency in design software skills such as Adobe InDesign, Illustrator, Dreamweaver, Photoshop and Acrobat.
* Working knowledge of HTML, design theory, SEO, and email software.

**Other Qualifications Required:**

* Demonstrates flexibility and supports changes that improve quality of care, service and operations.
* Demonstrates flexibility in work assignments and hours within the department.
* Stays current and is responsive with email and phone communication with internal and external stakeholders.
* Demonstrates strong organizational skills.
* Ability to work independentl and establish priorities with flexibility and collaboration with others.
* Ability to work well under stressful circumstances, and to handle multiple tasks at once.
* Demonstrates high level of accuracy in work and attention to details.
* Maintains a positive and cooperative outlook toward title, the department and fellow employees.
* Maintains consistent attendance and reports to work on-time.
* Attire is neat, is well-groomed, and follows dress code of business casual.
* Behavior is professional at all times.
* Attends required meetings as scheduled.
* Ability to work with confidential information and handle protected health information in a manner consistent with the Health Insurance Portability and Accountability Act of 1996 (HIPAA).
* Ability to respond to common inquiries or complaints from residents, patients, physicians, peers, regulatory agencies, or members of the business community.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Media Relations: Develop and maintain relationships with journalists, editors, and media outlets. Pitch story ideas, draft press releases, and coordinate interviews to secure media coverage that highlights the positive aspects of the organization.
* Content Creation: Create compelling and engaging content for various communication channels, including press releases, articles, blog posts, social media updates, and multimedia materials.
* Social Media Management: Develop social media strategies, create content calendars, and manage social media accounts to engage with audiences, share updates, and respond to or forward comments or inquiries.
* Crisis Management: Prepare for and manage crises that could impact the reputation of the organization. Develop crisis communication plans, respond to negative situations promptly, and provide accurate information to mitigate potential damage.
* Event Planning: Participate in the organizing and coordination of events such as press conferences, product/service line launches, fundraisers, and promotional activities to generate media coverage and enhance public awareness.
* Public Speaking: When requested, act as a spokesperson for the organization during media interviews, public speaking engagements, and presentations. Effectively convey key messages and manage questions from the media or the public.
* Stakeholder Communication: Develop communication strategies to engage with various stakeholders, including patients/customers, employees and/or community members. Maintain open lines of communication to address concerns and share relevant updates.
* Market Research: Conduct research to understand public perception, industry trends, and competitors' activities. Use insights to inform communication strategies and identify opportunities for positive exposure.
* Brand Management: Contribute to shaping and maintaining a consistent brand identity that aligns with the organization's values and messaging across different communication channels.
* Measurement and Analytics: Track and analyze the effectiveness of public relations campaigns using metrics such as media coverage, social media engagement, website traffic, and sentiment analysis, where available.
* Collaboration: Work closely with Marketing & Business development team and other departments to ensure consistent messaging and alignment of communication efforts.
* Writing and Editing: Craft clear and compelling content for press releases, speeches, articles, and other materials. Edit and proofread content to ensure accuracy and professionalism.
* Relationship Building: Build and nurture relationships with influencers, industry professionals, community leaders, and other key individuals who can positively impact the organization’s reputation.
* Continuous Learning: Stay updated on industry trends, communication technologies, and best practices in public relations to adapt strategies and techniques

Note: The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. This document is not intended to be an exhaustive list of all responsibilities, skills and working conditions for the personnel that are classified.

I accept the responsibilities and authorities of this position. I realize that my evaluation will be based on this job description.

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Employee Signature Date