



Job Title: **MARKETING AND EVENTS COORDINATOR**

Department(s): Community Health Outreach

Position Summary: Under direction of the Director of Community Health/Grants Management, lead organization's marketing and events efforts including, community and public relations, media advocacy, website development; and promoting patient centered histories.

Supervision Received: Director of Community Health & Grants Management

Supervision Exercised: None

Hours/Week 40 Full-Time Part-Time Exempt Non-Exempt

FLSA Definition:

ESSENTIAL FUNCTIONS:

Promotional Activities

- Support the planning, development and maintenance of marketing and media relationships using television, newspapers, radio and social media to establish an ongoing public presence, nurture strong and broad based community support, and increase the number of consumers using NHS services
- Assist in developing and implementing strategic plan tactics for target markets based on market data and trends; help coordinate marketing and promotional activities.
- Website maintenance and upkeep: Write and produce original content (news, features, announcements, and graphics) and develop secondary content through strategic partnerships and links
- Brochures and printed media: Design and produce updated brochures, advertisements, flyers and other printed media that represent the Neighborhood HealthSource brand to a broad audience
- NHS newsletters and bulletins: Design and produce regular newsletter called *The Source*, bulletins and other materials, both web- and printed-based, targeted toward patients, staff, community supporters and donors
- Patient-centered histories: Work with staff and medical providers to identify, develop and promote oral histories that can be used to educate the public about the services of NHS and health education issues
- Manage NHS Social Media campaign: create a yearly calendar with themed issues and postings, ensure links to other NHS social media sites for family planning and sexual health issues
- Develop and manage content for all clinic lobby monitors

- Ensure all promotional activities and products are culturally appropriate and relevant for patients and the community
- Assist in the development of individual and corporate fundraising campaigns

Events

- Assist in coordinating annual NHS fundraising event, including sponsor solicitation, marketing materials, ticket promotion and sales, and event agenda
- Assist in planning outreach events with community health team; participate as necessary, ensure brand materials and marketing are consistent and up-to-date for all events

Outreach and Partnerships

- Assist in building effective relationships with community organizations, task forces and coalitions to expand current programs and community awareness including housing locations, demographic groups, and key partner organizations
- Develop and deliver NHS presentations for local businesses and organizations to enhance our image and increase awareness

CORE REQUIREMENTS:

- Work collaboratively and respectfully with staff and others—individually and as part of a team—to achieve optimal efficiency, outcomes and morale
- Interact in a culturally competent manner with individuals and groups from diverse backgrounds, including but not limited to: socio-economics, race and ethnicity, nationality and religion, both in-clinic and in the community
- Maintain excellent and punctual attendance
- Attend, lead and actively participate in staff and departmental meetings
- Attend agency functions and meetings as relevant or required
- Work at any or all NHS clinics as needed
- Use computer daily including e-mail, word documents, spreadsheets, patient management system, electronic health record, and patient portal, as needed to carry out essential job functions
- Demonstrate commitment to agency mission and goals
- Abide by corporate compliance program, HIPAA regulations and other agency policies and procedures
- Plan, organize, and multitask
- Speak, understand, read and write English sufficiently to carry out all essential duties
- Travel to multiple clinics and community sites in a timely manner
- Work flexible hours, including some evenings or weekends
- Perform other duties as assigned

QUALIFICATIONS:

Required

- BA in Marketing, Communications, or related field
- Strong public speaking skills, including small group facilitation and larger presentations
- Excellent oral and written communication and networking skills
- Project management experience, including budgeting, planning, producing high quality written reports, problem solving and record-keeping
- Familiarity with social media platforms and facility with Microsoft office applications

Preferred

- At least two years' experience in marketing and communications
- Familiarity with North and Northeast Minneapolis communities
- Bilingual in a language used by core patient populations, including Spanish, Somali, or Hmong.

Attachments

- Physical and Mental Requirements
- Work Environment

Employee Signature: _____

Date: ____ / ____ / ____

Job Title: Marketing and Events Coordinator

PHYSICAL AND MENTAL REQUIREMENTS:

Requirement:	Rarely <15% of day	Occasional 15-39% of day	Frequent 40-74% of day	Continuous >75% of day	Requirement:	Rarely <15% of day	Occasional 15-39% of day	Frequent 40-74% of day	Continuous >75% of day
Bend	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vision: Close/Reading	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Squat/Crouch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vision: Distance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crawl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vision: Depth Perception	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Climb (stairs, ramps)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Vision: Color	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Kneel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	View computer screen	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Balance	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hear: Using phone	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sit	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hear: In person	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Stand	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Speak (English): Using phone	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Speak (English): In person	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift/carry: up to 10 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Speak other language:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lift/carry: 10-25 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Read/comprehend (English)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Lift/carry: 25-50 lbs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Read/comprehend other:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Push/Pull	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Write/type	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reach: Overhead	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Perform calculations	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reach: Forward	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Communicate verbally	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Handle objects	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Reason and analyze	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Use fine finger dexterity (type, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**I have reviewed and understand the physical and mental requirements of this position.
I further verify that I am able to perform all essential job functions of this position.**

Print Name

Signature

Date

Job Title: Marketing & Events Coordinator

WORKING ENVIRONMENT

The OSHA category for this position is:

<input type="checkbox"/>	Category I – High risk for exposure to blood or body fluids.
<input type="checkbox"/>	Category II – Moderate risk for exposure to blood or body fluids.
<input checked="" type="checkbox"/>	Category III – Low risk for exposure to blood or body fluids.

On the job, the employee may encounter:

<input type="checkbox"/>	Chemical/Biological Agent		Noise level:
<input type="checkbox"/>	Contact with water/liquids	<input checked="" type="checkbox"/>	low
<input type="checkbox"/>	Confined spaces	<input type="checkbox"/>	moderate
<input checked="" type="checkbox"/>	Temperature variations (outdoors)	<input type="checkbox"/>	loud/noisy
<input type="checkbox"/>		<input type="checkbox"/>	

SPECIAL CONDITIONS OF EMPLOYMENT

Explanation:

<input checked="" type="checkbox"/>	Occasional weekday evenings required	For marketing committee and other meetings
<input type="checkbox"/>	Occasional weekend days required	
<input checked="" type="checkbox"/>	Occasional overtime required	as needed
<input type="checkbox"/>	Professional license/certification required	
<input type="checkbox"/>	Current CPR certification required	

Minimum level of education:

<input type="checkbox"/>	High school diploma/GED	
<input type="checkbox"/>	Associates Degree	
<input checked="" type="checkbox"/>	Bachelors Degree	Marketing, Communications or related area
<input type="checkbox"/>	Masters Degree	
<input type="checkbox"/>	Medical Degree	
<input type="checkbox"/>	Other:	

Travel:

<input checked="" type="checkbox"/>	Occasional travel between clinics	
<input type="checkbox"/>	Frequent travel between clinics	
<input checked="" type="checkbox"/>	Occasional or frequent other local travel	
<input checked="" type="checkbox"/>	Own vehicle, drivers license and insurance required	
<input checked="" type="checkbox"/>	Occasional work outdoors	
<input type="checkbox"/>	Frequent work outdoors	