



POSITION DESCRIPTION

Position Title: Public Affairs & Social Media Manager

Date: October 2021

Reports To: Vice President, Public Affairs

Department: Public Affairs

Type: Professional -Exempt

POSITION PURPOSE:

Provide organizational communication within an organization with a social, community health mission, providing clinical care and other forms of community service and medical education.

This position will develop and manage communications activities to promote understanding of the organization's mission and impact within the organization and with multiple constituent groups.

QUALIFICATIONS:

Bachelor's degree public relations, marketing, or related field with three-to- five years of progressive experience working in the health or human service field desired, with general experience in publications production, news media relations, event coordination, and social media. ~~news media and social media~~. Experience within the health or human service setting is desirable. Strong interpersonal, written, and verbal communication skills, as well as the ability to edit for spelling and grammar required. Demonstrate attention to detail. Excellent organizational skills with an ability to perform in a fast-paced, deadline-oriented work environment. Ability to successfully execute many complex tasks simultaneously. Demonstrated ability to work in a team environment, as well as independently. Computer proficiency, as well as the ability to develop and present presentation materials. Reliable transportation required.

ESSENTIAL RESPONSIBILITIES AND DUTIES:

This is a generalist position, with diverse responsibilities. The duties are:

1. Produce and distribute Authority Health's monthly e-newsletter.

2. Develop news media outreach, seeking placements in print, broadcast and online media. Respond to media inquiries and interview requests, as appropriate. Monitor media placement and coverage, including annual media audit. Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis. Produce internal video interviews.

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3. Develop a social media strategy, incorporating organizational messaging and feature content to advance communication goals. Monitor social media activity and conduct an annual social media audit.
4. Develop and manage community engagement activities in collaboration with Authority Health staff.
5. Maintain a keen understanding of trends in health policy and the social safety net, particularly as it affects populations in Southeast Michigan. Monitor media coverage and make appropriate recommendations regarding communication strategy surrounding them.
6. Leverage existing media relationships and cultivate new contacts within health, business and general media outlets.
7. Assist Vice President, Public Affairs with projects pertaining to community relations, government relations, social marketing, as well as community health initiatives.

WORKING CONDITIONS:

1. Must be able to work a flexible schedule including some evenings and weekends (per agency requirements).
2. Able to complete duties under stress, deadlines, and while attending to multiple duties simultaneously.
3. Prolonged computer related exposure, as well as sitting and standing at workstations for long periods of time.

The above job description is for informational purposes only and is not intended to be all inclusive or limiting as to specific duties.

APPROVAL:

DATE:
