

Jackson County Health Department  
Job Description

**Job Title:** Marketing and Outreach Coordinator

**Division:** Health Education

**Employee:**

**Salary Classification:** Program Coordinator I

**Reports to:** Director of Health Education

**FLSA Status:** Non-exempt

**Approved Date:** 7/10/2023

**Summary:** Under direct supervision, serves as the primary marketing and community outreach contact for the health department; collaborates internally and externally with a variety of staff and community organizations; ensures the public has an accurate understanding of public health services, and how programs meet the needs of local residents; leads marketing and outreach services for the health department including event coordination/promotion, social media presence, and web-based content.

**Duties and Responsibilities:**

Public Health Promotion:

1. Lead agency-wide social media promotions and marketing as directed, lead JCHD-Public Relations Committee, monitor and update website content, and support agency press needs.
2. Assist all agency staff through marketing and outreach support, promotion of programming, content creation, special events, and other public health related activities.
3. Creation and implementation of agency marketing goals and objectives for the strategic plan.
4. Coordinate programming efforts with multiple community partners, and associated events; works closely with all community coalitions, and assists in the development of marketing products.
5. Design and disseminate public health materials (fliers, data reports, infographics, publications, etc.)
6. Update and monitor community resource educational materials and contact lists.
7. Provides monthly reports to the Administrator and/or Board of Health.

Other Duties:

8. Assist in planning and implementation of public health activities focused on a variety of topics (i.e. health education, environmental health, HIV/STD, nursing, and other programming).
9. Gather information regarding community needs and conducts programs designed to promote healthy behaviors; speaks before various community groups; prepares workshops and workshop materials; operates computer, laptop and LCD projector.
10. Assist in writing reports and designing written materials with assistance and input from others.
11. Participate in the dissemination of public health materials; Incorporate ethical standards of practice into all interactions, including the use of data and information.
12. Incorporate ethical standards of practice into all interactions, including the use of data and information.
13. Adhere to HIPAA privacy regulations and OSHA safety standards pertaining to exposure to toxic substances or other hazards.
14. Interact effectively and professionally with all persons regardless of age, cultural, socioeconomic, educational, racial or ethnic background, sexual orientation, lifestyle and physical ability. Respect the cultural, language and religious practices of others.
15. Assume responsibility for own professional growth and development by pursuing continuing education, participating in professional committees and work groups and contributing to a work environment where continual improvements in practice are pursued.
16. If bi-lingual, will assist in all areas of the health department as needed for short periods of interpretation.
17. Perform other duties as assigned.

**Qualifications:**

Education and Experience - Requires a Bachelor's Degree in applicable field and has excellent written and verbal communication skills, plus one year of experience working to develop and implement marketing strategies and outreach and engagement programming.

Technical –

- o Requires proficiency in use of word processing, design programs, presentation applications, various social media platforms (Meta/Instagram Business Suite, Twitter, YouTube), and computer software (Microsoft Office systems preferred), photo editing/conversion applications (Adobe preferred).
- o Competency maneuvering internet and basic website maintenance preferred (Bluehost Web Builder).
- o Requires travel by automobile on a regular basis. Valid driver's license, proof of minimum insurance and vehicle required.

Physical - Must be able to move or carry up to 25 lbs.

**Skills and Characteristics:**

- o Use correct grammar and maintain good written communication skills. Ability to present ideas clearly and concisely, both orally and in writing.
- o Must have initiative, strong organization skills and ability to work independently while managing multiple tasks.
- o Demonstrated ability to present and conduct self professionally; a commitment to confidentiality; and a willingness to work as part of a team. Sound judgment, independent decision making, problem-solving and critical thinking skills are also a must.
- o Flexibility, strong interpersonal skills and ability to establish effective working relationships with all levels of internal staff, as well as external partners.

**Work Environment:**

- o Frequent interruptions and distraction with multiple concurrent tasks.
- o May require evening or weekend work for special program events.

**Specialized Training Requirements (post-hire):**

- o Incident Command IS 100 and IS 700, at a minimum
- o Illinois Mandated Reporter
- o Any trainings required under employment law

**Disclaimer**

The above statements are intended to describe the general nature and level of work performed by employees assigned to this position. It is not designed to contain or be interpreted as a comprehensive list of all duties, responsibilities, and qualifications. Jackson County Health Department reserves the right to amend and change responsibilities to meet business and organizational needs as necessary. Physical demands and work environment characteristics described herein are representative of those that will be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals to perform the essential functions.

I have read and understand the job duties, qualifications and demands contained herein. I also understand that Jackson

County Health Department is an at-will employer and that signing this job description does not guarantee continued employment.

\_\_\_\_\_  
Employee signature                      Date

\_\_\_\_\_  
Human Resource signature                      Date