



Regional Health Communications Specialist

Background

The MetroWest Shared Public Health Services group is seeking a Health Communications Specialist to support for the towns of Hudson, Ashland, Hopkinton, Maynard, Milford, Millis and Natick and the city of Framingham. The eight MetroWest Health Departments are engaged in an innovative initiative to strengthen core local public health services, to advance the recommendations of the 2019 Special Commission on Local and Regional Public Health and promote healthier communities across the region.

The Regional Health Communications Specialist will support the overarching work of the MetroWest Shared Public Health Services collaborative by developing, implementing, and evaluating communication materials and programs to effectively communicate resources, information, events, and education to MetroWest residents. The communications specialist will establish and oversee marketing strategies with an emphasis on project planning, development, implementation, and evaluation of materials and campaigns. The ideal candidate should have communications and social media experience, and be knowledgeable in public health, disease prevention, and the social determinants of health. Some health communications topics include, but are not limited to, event promotion, COVID-19, influenza, health insurance, food access, disease prevention, arbovirus, and climate change. The communications specialist must be detailed-oriented and possess strong listening, writing, collaboration, and organizational skills. This person must be able to translate complex information into products and messages that are easy to understand. This position will be grant-funded by the MetroWest Health Foundation through June 30, 2023.

Essential Duties and Responsibilities

The essential duties and responsibilities listed below are intended only as illustrations of the various types of responsibilities that may be required. The omission of specific statements does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Additionally, as a shared service position, some functions or duties may be performed as a lead role and others may be performed in a support role to another health department.

1. Plan, implement, and evaluate marketing and outreach efforts
2. Produce and disseminate communication products, tools, events, activities, and resources to engage external and internal audiences
3. Establish and provide leadership, direction, and management of marketing strategies
4. Establish and maintain cooperative and collaborative relationships with local health directors, shared services staff, community partners, and residents
5. Collaborate with local health directors, shared services staff, community partners, and residents to integrate messaging research into communications efforts
6. Collect data from programs, partners, and staff to inform the development of health communications strategies and products
7. Promote events, programs, and service
8. Monitor and track deliverables and resolve issues



9. Demonstrate cultural humility
10. Perform duties in a culturally- and linguistically-appropriate manner
11. Support special projects and other duties as assigned

Supervision

Works under the supervision of the Shared Services Coordinator and the Director of Public and Community Health in accordance with applicable rules, regulations, and policies. Varied and responsible duties require the exercise of judgment and initiative, particularly in situations not clearly defined by precedent or established procedures.

Work Environment

Most work is performed in typical office conditions, with regular attendance at off-site meetings. The employee operates standard office equipment. The employee has ongoing contact with other town departments, outside agencies, and the public by telephone, e-mail, in person, and in writing. This position may require direct client/patient contact and as a result of such direct contact, certain immunizations will be recommended and/or required prior to commencement of employment duties.

Errors could result in delay, loss of service, loss of grant fund, and/or legal repercussions, and could be costly for the Town.

Recommended Minimum Qualifications

- Education:
 - Bachelor's Degree in a marketing or communications-related field and two+ years of related communications experience, Master's Degree preferred
- Work Experience:
 - At least one year of professional work experience in public health, healthcare, or government at the state, county, or local level. Part-time work, internships, and volunteer experience may be used to meet the professional work experience requirement
 - Equivalent combinations of experience and education that provide the necessary skills will be considered
- Skills, Knowledge, and Abilities:
 - Demonstrate interpersonal skills such as diplomacy, patience, and politeness
 - Assure efficient and timely completion of projects and activities
 - Knowledge of public health principles and practices, such as health promotion, disease prevention, public health statistics, communicable disease, social determinants of health, health equity, etc.
 - Knowledge of social media strategies and marketing strategies
 - Knowledge of design programs, such as Canva or Adobe InDesign
 - Knowledge of basic design principles
 - Ability to design and disseminate communications and promotional materials
 - Ability to translate complex topics into easy-to-understand materials
 - Ability to communicate effectively by speech and in writing with people of diverse backgrounds and cultures
 - Ability to collaborate with programs and team members across the MetroWest region
 - Ability to prioritize and re-prioritize work and manage changes effectively
 - Ability to work effectively with minimum supervision
 - Ability to maintain sensitive information in a confidential manner



Hudson Board of Health

78 Main Street
Hudson, MA 01749

(978) 562-2020
www.townofhudson.org

- Commitment to cultural competence and cultural humility, and the role of public health in promoting racial justice and health equity
- Valid Massachusetts driver's license and daily access to a car for travel to meetings

Preferred Experience, Skills, and Knowledge

- Execute excellent oral and written communication including correct English usage, grammar, spelling, punctuation, and vocabulary
- Excellent computer skills including knowledge of Microsoft Office, Word, PowerPoint, etc.
- Bi-lingual a plus, Portuguese or Spanish preferred
- Multi-tasking, organizational, and time management skills
- Initiative to conceive and implement new ideas to improve the success of the collaborative

Required Credentialing After Hire

- Foundations for Local Public Health Practice course within 1 year of hire

Physical Requirements

Moderate physical effort is required to perform duties under typical office conditions and travel to off-site locations. The employee is frequently required to sit, speak, hear, and use hands to operate equipment. Off-site locations may include meeting spaces, schools, clinicians' offices, hospitals, and homes of patients/clients. Vision requirements include the ability to read and analyze documents and use a computer.

A Criminal Offenders Records Information request must be completed for this position. However, a record is not an automatic bar to employment but is reviewed in relation to the job applied for.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Job Title: Regional Health Communications Specialist
Location: 78 Main Street, Hudson, MA 01749
Salary: \$57,000 annually
Job Type: Full-time (37.5 hours per week), non-union, grant funded

Application by email is accepted at: fsantos@townofhudson.org. Position is posted until filled.

The Town of Hudson is an Equal Opportunity / Affirmative Action employer. The Town of Hudson does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, marital status, or based on an individual's status in any group or class protected by applicable federal, state, or local law. The Town of Hudson encourages applications from minorities, women, the disabled, protected veterans and all other qualified applicants.