

MHC HEALTHCARE

DEPARTMENT: Development/Public Relations

JOB TITLE: Public Relations Coordinator
REPORTS TO: Executive Director of Development
FLSA: Salary/Exempt
EEO: Professionals
JOB FAMILY: Business Operations

POSITION SUMMARY

The Public Relations Coordinator builds and maintains the organization’s brand and public and digital image on social media platforms, organizes and attends community events, manages marketing collateral materials, and develops and manages media relations.

Salary Range

\$51,651.08 - \$64,563.86

REQUIRED QUALIFICATIONS

- Bachelor’s degree in Communications, Business, Marketing, Public Relations, or related field
- 2 years’ public relations or marketing experience in a healthcare or non-profit setting
- Experience creating and tracking content on social media platforms
- Current Arizona driver’s license with clean driving record and proof of current vehicle insurance (39-month MVR will be run by MHC)

PREFERRED QUALIFICATIONS

- Experience with web content management systems such as WordPress
- Experience in community healthcare
- Bilingual (English/Spanish)

Equivalent combination of education and experience may be considered if applicable and must be directly related to the functions and body of knowledge required to successfully perform the job.

SUPERVISORY RESPONSIBILITY

May occasionally provide direction, training, or guidance to others.

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent organizational skills, with ability to prioritize work, meet deadlines, and produce quality results on time with attention to detail.
- Excellent verbal and written communication skills and the ability to deliver information in a clear, persuasive, and tactful manner that generates enthusiasm.
- Excellent interpersonal and political acumen skills and the ability to effectively and professionally represent the organization.

Public Relations Coordinator

- Demonstrated multitasking skills with ability to manage simultaneous, complex projects and prioritize workloads based on competing demands.
- Ability to network and establish strong and collaborative relationships internally and with external stakeholders.
- Proficient in utilizing and managing various social media sites and platforms.
- Skilled in the use of photography, videography, and sound equipment.
- Working knowledge of graphic design programs including Adobe Creative Cloud (Photoshop, Acrobat DC) and video editing programs.
- Ability to cultivate a culture of respect and service excellence through professionalism, skilled communication, and demonstrated commitment to integrity, trust, respect, and equity.
- Excellent customer service, organizational, and communication skills with emphasis on responsiveness, building trust, mutual respect, and courtesy.
- Demonstrates cultural competence and commitment to supporting and promoting diversity, equity, and inclusion through work performance and professional interactions.

DUTIES AND RESPONSIBILITIES

- Creates and develops creative content for daily postings on social media platforms (e.g., Facebook, Twitter, TikTok, LinkedIn, Instagram, etc.) and the website, based on organizational priorities and highlights.
- Collaborates with staff and partners to provide meaningful content on social media platforms.
- Monitors, listens, and responds to comments from social media channels and the website as appropriate.
- Researches social media trends to provide recommendations for best practices and remain current on social media strategies.
- Organizes, tracks, and orders promotional materials, brochures, and other visuals for events, marketing, and development.
- Assists with the production of development solicitations and collateral materials.
- Participates in managing donor relations and stewardship.
- Creates stewardship materials to cultivate and retain donors.
- Gathers data to support development and fundraising initiatives and communications.
- Monitors opportunities for advertising and manages process for scheduling advertisements.
- Manages estimates and purchasing process for marketing design work and assists with development of marketing materials.
- Builds and maintains relationships with other organizations and members of the community.
- Collaborates with the Human Resources team to post active jobs on social media.
- Analyzes events and campaign results, prepares summary reports, and communicates results with supervisor to plan goals and develop social media strategies to support campaigns, events, and initiatives.
- Develops and expands affiliate and influencer outreach efforts.

Public Relations Coordinator

- Advocates for the organization in social media spaces and within the community, engaging in dialogues and answering questions where appropriate.
- Collaborates with others to develop, organize, coordinate, and host health fairs, open houses, receptions, and other special events.
- Provides promotional and logistical support for special events, community outreach projects, health fairs, and other community outreach activities.
- Represents and engages in community activities, including chamber of commerce events.
- Organizes community outreach programs and coordinates special events to influence public opinion and promote the organizations services and mission.

PHYSICAL DEMANDS

The physical demands described below represent those required to perform the essential functions of this job. Reasonable accommodations may be made for individuals with disabilities.

✓ Bending	Crouching	✓ Kneeling	✓ Standing
✓ Carrying	✓ Feeling	✓ Lifting	✓ Talking
Climbing	✓ Hearing	✓ Pushing/Pulling	✓ Visual Acuity
Crawling	✓ Keyboard Use	✓ Sitting	✓ Walking
Summary: Moderately active work with potential for visual strain.			

This job description is intended to indicate the basic nature of the position(s) allocated to this class and examples of typical duties that may be assigned. It does not imply that all positions within this class will perform all the duties listed, nor does it attempt to list all possible duties that may be assigned.

This job description does not constitute an employment agreement between the employer and employee and is subject to revision by the employer as the needs of the employer change and/or requirements of the job-related duties expand or are updated.

Approved by: _____ Date _____
Human Resources

Approved by: _____ Date _____
Chief of Department

To apply visit: www.mhchealthcare.org/jobs

MHC Healthcare will recruit, hire, train, and promote persons in all job titles without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. In addition, all personnel actions such as compensation, promotion, demotion, benefits, transfers, staff reductions, terminations, reinstatement and rehire, company-sponsored training, education and tuition assistance, and social and recreational programs will be administered in accordance with the principles of equal employment opportunity