



**Position: Health Communication Specialist**

**Assignment Location: 635 N. Erie St. Toledo, OH**

**Basic Qualifications:**

- Bachelor’s degree with major coursework in communications, planning, community development or closely related field and a minimum of one (1) years’ experience with B2C (Business to Consumer) social media marketing, graphic design, and content development  
OR  
Three (3) years’ experience in a position providing communications, B2C (Business to Consumer) social media marketing, organizational branding, graphic design, press release and relations, and content development
- Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities
- Knowledge and direct experience with social media (B2C), graphic design, and web based tools
- Experience with Adobe Acrobat Professional or equivalent
- Proficiency with video and photo editing tools, digital media formats, etc.
- Strong verbal and written communication skills
- Valid driver’s license, insurable driving record, and reliable transportation

**Preferred Qualifications:**

- Experience with public health departments is desirable.

**Responsibilities:**

<b>1</b>	Serves as the Public Information Officer for the department; coordinates the development and distribution of press releases, media interviews, and health alerts; ensures that internal and external communications are aligned; plans and promotes communication and marketing campaigns with internal and external stakeholders; serves as the official spokesperson for the agency.
<b>2</b>	Identifies, develops, and executes communications strategy for key media contacts, social media platforms, and target audiences; builds media relations program and targets key stakeholders in order to build understanding and support for the role of public health, convey TLCHD’s mission and programs, and support health promotion throughout Lucas County and Northwest Ohio.
<b>3</b>	Aligns TLCHD marketing efforts with current industry trends to promote extensive media outreach across all platforms (journals, news casts, social media platforms, etc.).
<b>4</b>	Develops and implements annual communication plan focusing on meeting organizational goals, grant and programmatic objectives to expand the reach and impact of TLCHD. Formulates and implements communication strategies and policies that support the agency's priorities and overall strategic plan. Measure the effectiveness of the plans.
<b>5</b>	Identifies and utilizes appropriate social media platforms and other web based tools in the promotion of each program and service within the Toledo-Lucas County Health Department.

6	Participates on an emergency preparedness and response team to support TLCHD’s emergency preparedness plans. Required to be ‘on-call’ from time to time to help respond to emergencies. Additionally participates in regional Public Information Officer Group and preparedness exercises.
7	Assists with development and maintenance of the organization’s website.
8	Collaborates with staff to produce a variety of communication materials (press releases, social media posts, speeches and message points, reports, presentations, fact sheets, etc.), digital content and/or develop strategies for enhanced PR. targeting specific audiences Utilizes these materials to engage with external sources and increase TLCHD reach within the community.
9	Collaborates on, prepares, and provides presentations to various community groups and organizations.
10	Oversees the design and production of promotional materials (digital and print), marketing campaigns, and branding strategies used to promote the agency and its programs; create company literature and other forms of communication.
11	Compiles community and TLCHD into a calendar and alerts staff about the events to provide an opportunity to attend.
12	Maintains and oversees the Speaker’s Bureau by identifying speakers, sorting speaker requests, and ensuring that TLCHD’s Communication Plan is adhered to.
<b>Other Duties &amp; Responsibilities:</b>	Coordinate media scheduling and logistics; coordinate conferences and press interviews; Prepare agendas and conduct research; Other duties as assigned

**Please email or mail cover letter and resume to:**

Email: [TLCHDresumes@co.lucas.oh.us](mailto:TLCHDresumes@co.lucas.oh.us)

Mail: Toledo-Lucas County Health Department  
 Attn: Human Resources  
 635 N. Erie Street  
 Toledo, Ohio 43604

**The Toledo-Lucas County Health Department is an Equal Opportunity Employer. The Department operates in accordance with Title VII of the Civil Rights Act of 1964.**