



## **Communications Assistant**

### **POSITION SUMMARY**

Under the supervision of the Director of Communications and Marketing, the Communications Assistant will support the use of the Desert Healthcare District and Foundation's digital platforms, including the website, social media accounts, email campaigns, and other message dissemination tools. The Communications Assistant supports publishing and promoting marketing, editorial, and fundraising content/campaigns on the organization's website and across social media.

### **FLSA Status**

This position is non-exempt under the Fair Labor Standards Act.

### **Reporting Relationship**

Reports to the Director of Communications and Marketing

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Supports digital execution across email, website, and social media platforms.
- Publishes a variety of developed digital content with a focus on producing engaging webpages that are visually appealing and provide an overall rich experience for stakeholders.
- Contributes to the creation of website postings to ensure content is on-brand and is search- and social-optimized.
- Supports the production of all email campaigns. Solicits content from internal sources and external stakeholders. Handles the review, testing, and sending of email communication campaigns.
- Supports the execution of the social media strategy across channels as the primary drivers of DHCF messages, appeals, events, and website traffic, and uses these critical platforms for creating and maximizing the organization's profile.
- Supports the execution of social media campaigns for key days, themes, and priority content.
- Contributions to the creation of content for social media accounts and posts regularly on each account.

- Supports the coordination of social ad campaigns and other promotions; tracks and shares results for continuous improvement, measure impact, and recalibrate.
- Assists with the promotion of content for CVHIP/Connect IE in collaboration with The Inland Empire Health Plan (IEHP) and other community based organizations as assigned
- Contributes to overall digital content strategy and informs calendar about upcoming events, news, and milestones to guide content planning.
- Coordinates and supports communications projects, outreach, and products as needed.
- Updates marketing materials and documents in support of fundraising, donor stewardship, and programs.
- Assists with creation of style guides related to public relations and marketing and educates staff on the organization's communication practices.
- Creates press kits and communications and marketing messaging as assigned to share with media.
- Contributes to and reviews partner/grantee news releases (relaunching nonprofit spotlight).
- Writes interdepartmental memos, letters, and business correspondence.
- Identifies and orders promotional giveaways (swag) and internal team materials.
- Supports planning and messaging for the Coachella Valley Equity Collaborative Communications Subcommittee.
- Drafts Board meeting staff reports related to assigned projects.
- Plans and implements internal and external events.
- Creates graphics and presentations in collaboration with staff.
- Supports staff at District and community events, weekends, as needed.

Commented [MM1]: This duty sounds very clerical/administrative

Commented [CC2R1]: The assistant would need to complete this task

*Other duties may be assigned. The duties listed here are typical examples of the work performed; not all duties assigned are included, nor is it expected that all similar positions will be assigned every duty.*

#### **Supervisory Responsibilities**

- None

#### **MINIMUM QUALIFICATIONS**

*To perform this job successfully, and individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### **Education**

A Bachelor's degree from an accredited institution, or the equivalent; degree in Communications, Marketing, Journalism, Public Relations or a similar area of study is preferred.

**Professional Experience**

Three (3) years of progressive experience working with social media platforms to publish content, and experience with email campaign management.

**Language Skills**

- The ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- The ability to write reports and business correspondence.
- The ability to effectively present information and respond to questions from groups of managers, constituents, internal and external stakeholders, and the general public.

**Mathematical Skills**

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret graphs.

**Reasoning Ability**

- Ability to solve practical problems and deal with a variety of concrete variables where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

**Computer Skills**

- Solid experience with computer skills in email and calendaring applications, and in using word processing, spreadsheets, presentation, publisher, and database software.
- Experience in publishing content on platforms such as WordPress, Squarespace, MailChimp, Constant Contact or similar email service providers.

**Other Skills & Qualifications**

- Strong aesthetic instincts for digital layouts and publishing, and an exceptional eye for detail.
- A keen understanding of major social media platforms' tools and specific uses.
- Knowledge of best practices for writing and publishing on different platforms, especially Facebook and Instagram.
- Ability to manage and prioritize multiple tasks and projects according to established organization criteria and protocols.
- Ability to meet deadlines.
- Strong organizational and time management skills.
- Strong interpersonal skills and the ability to work in a diverse work environment.

**Certificates, Licenses, and Registrations**

- None

**Travel Requirements**

This position does not require travel.

**Physical Demands**

*The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.*

The employee will sit, talk, hear, and use hands up to 2/3 of the time. The employee will stand and walk up to 1/3 of the time. The employee is routinely required to carry and/or lift up to 25 pounds.

**Work Environment**

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

The noise level in the work environment is usually quiet.