



THINKING BEYOND TO SERVE OUR COMMUNITY

Outreach Coordinator – Community First Health Plans

Job Class: TBD

Created: 01/12/2021

POSITION SUMMARY/RESPONSIBILITIES

The Content Coordinator is a member of the Corporate Communications & Marketing Department. Coordinates with various departments to intake content updates/requests for maintaining and improving websites and other platforms and mediums to effectively communicate with our target audiences and improve organic search results and overall branding. Updates the website and secure portals. Schedules posts, monitors and manages response activity, and reports on Corporate social media accounts. Sets up emails in email marketing platform. Helps project coordinate content-related tasks within the Creative Services Team when requiring writing, editing, design, and translation of content.

FUNCTIONS/BEHAVIORS

1. Coordinates content update requests from various departments and documents all completed requests for verification and audits. (E, 20%)
2. Updates content on the website and secure portals on an ongoing basis. (E, 20%)
3. Schedules social media posts using social media management platform. (E, 10%)
4. Monitors social media activity on corporate accounts and coordinates with other departments when responses are needed. (E, 10%)
5. Sets up various emails using email marketing platform. (E, 10%)
6. Compiles data reports for Leadership on website, secure portal, and social media activity. (E, 10%)
7. Maintains task and project updates in spreadsheets and project management system. (E, 10%)
8. Performs other related duties associated with the functions of the Corporate Communications & Marketing Department. (E, 10%)
9. Demonstrates organizational skills to categorize and file documents on the server for easy team access. (E)
10. Demonstrates competence to perform assigned and general customer assistance responsibilities in a manner that meets the age-specific and developmental needs of customers encountered. (E)
11. Supports University Health System mission, vision and values. Demonstrates established customer service behaviors and standards. Treats all customers with courtesy, dignity, respect and professionalism. (E)

SUPERVISION

Direct supervision is received from the Creative Services Manager, Corporate Communications & Marketing.

EDUCATION/EXPERIENCE

Bachelor's degree in communications, public relations, marketing, journalism, or related field is preferred. Two years or more of journalism, communications, project management, or online content editing experience is required. Basic knowledge of content marketing a must.

ACCURACY

Must be able to assess effective communications mechanisms for all audiences, internal and external. Must have time management skills to organize and complete content updates in a timely manner.

EQUIPMENT

Must be proficient in use of Microsoft Office. Knowledge of using Word Press, Hootsuite, Mailchimp is preferred.

WORKING CONDITIONS

Works in a typical office environment. Subject to frequent interruptions, deadlines and decisions. May be required to work irregular hours, including assisting with special events and responding to after-hours emergency situations. Occasional travel may be required.

OTHER

Must use mature judgment and discretion in interactions with colleagues to insure professionalism. Must also successfully complete the pre-employment/post job offer health screening examination, and the annual screening, each year thereafter, as an employee.

HOW TO APPLY

Community First Health Plans is part of University Health. All job applications are received through University Health Human Resources.

To submit an application, [apply here](#).