JOB TITLE: Communications Specialist FLSA STATUS: Hourly- Non-Exempt- Non-Union

DEPARTMENT: Administration DATE: April 2022

REPORTS TO: Communication Director APPROVED BY: Chief Executive Officer

JOB SUMMARY:

The Communications Specialist works under the direction of the Communications Director to implement marketing campaigns for the hospital, disseminate communication to hospital staff, and manage local community and employee events and internal hospital day-to-day needs. Assist in executing marketing/PR activities, recruitment strategies and events, and programs and campaigns that support strategic plan goals to increase awareness and utilization of Wallowa Memorial Medical Clinics.

The Communications Specialist will frequently interact with department directors, administrative executives, physicians, medical office staff, business representatives, and the general public. Excellent verbal and written communication skills are essential. The coordinator will be required to produce and edit a wide variety of hospital marketing materials and be the key contact for all internal and external events. Performs all duties in a manner that promotes team concept and reflects the mission and philosophy of Wallowa County Health Care District.

MISSION, VISION, and VALUES adherence:

The successful candidate(s) must share and demonstrate through job performance (and will be evaluated on) the ability, willingness, and successful application of support for the Mission, Vision, and Values of the District:

Mission: To provide premier Health Care

Vision: To be a recognized leader in mission focus, quality care, and fiscal strength

Values: Compassion, Respect, Integrity, Quality, Stewardship, and Family

ESSENTIAL DUTIES and RESPONSIBILITIES: include the following, and other duties may be assigned.

* Meet with Communications Director regularly to coordinate and review work, status of projects and priorities, and obtain new assignments.
* Assist in creating and implementing digital marketing strategies and content, including social media.
* Manage calendars (editorial, digital, events, etc.) that support the organization's communication initiatives
* Research and create content for internal and external communications as directed by the Communications Director.
* Create project-specific media lists to support Communications Director.
* Work with the Communications Director to develop and refine measurement strategies for PR/Ad Campaigns
* Attend job fairs and seek out events to advance hospital and clinic recruitment strategies.
* Assist with hosting hiring events.
* Develop a robust repository of advertising channels; in coordination with the Communications department.
* Manage job postings across various advertising channels.
* Identify, through market research and candidate conversations, new channels for posting positions.
* Identify hospitals/employers that are laying off to recruit candidates actively looking for work.
* Assist with facilitating internal and external career fairs, job shadows, internships, externships, returnships, etc.
* Assist with internal recruitment strategies, including retraining/upskilling internal talent.
* Provides input regarding retention strategies based on candidate and industry research.
* Assists with planning and implementing workforce training: including New Employee Orientation, Leader Development Institutes, etc., and content creation for these events.
* Assists with posting and advertising vacant career positions.
* Maintains confidentiality in all aspects of work.
* Completes other duties as assigned.

QUALIFICATIONS and EXPERIENCE:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

* High school diploma or equivalent education required. College degree preferred.
* Minimum of two (2) years of communication experience is required. Healthcare experience is strongly preferred.
* Ability to type 65 wpm, shorthand, or note-taking ability required.
* Proficiency in Canva and Microsoft Office Suite, including, Outlook, Word, Excel, Publisher, and PowerPoint required.
* Must work harmoniously with others, be flexible and adaptable, resourceful, and be a team player.
* Must be organized and prioritize competing priorities as needed.
* Must have accurate English language skills with the ability to edit correspondence and prepare drafts for directors upon request.
* Must be able to work with minimal supervision.
* Must be able to use sound discretion and judgment, as well as be able to maintain complete confidentiality as issues arise.

CORE COMPETENCIES:

* Compassion – Welcomes, mentors, and receives new team members. Shows concern for the welfare of others.
* Respect – Manages conflict with respect and dignity for others—attempts to address issues before escalating.
* Integrity – Owns professional development and seeks self-development. Uses good judgment in resolving job problems. Generates and evaluates alternative solutions and makes practical and timely decisions.
* Quality - Pays close attention to detail. Strives to achieve excellence in all things.
* Stewardship – Careful and responsible management of WCHCD resources. Finds productive work to keep busy during slack periods.
* Family – Creates and participates in a team environment. Applies effective interpersonal and problem-solving skills when responding to coworkers, patients, and visitors.

POSITION-SPECIFIC COMPETENCIES:

* Creativity: The ability to develop unusual or clever ideas and content about a given topic or situation or creative ways to solve a problem.
* Clerical: Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
* Customer and Personal Service: Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
* Service Orientation: Actively looking for ways to help people.
* Writing: Communicating effectively in writing as appropriate for the audience's needs.
* Coordination: Adjusting actions in relation to others' actions.
* Time Management: Managing one's own time and the time of others.
* Active Learning: Understanding new information's implications for current and future problem-solving and decision-making.

**WORK ENVIRONMENT:**

This position requires motor coordination and finger dexterity for office machines, filing, and handling supplies. Physical mobility within a hospital/clinic setting is required. Maintains a professional appearance.

The work environment characteristics described here represent those an employee encounters while performing this job's essential functions. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment is usually moderate.

WCHCD CODE OF CONDUCT and CONFIDENTIALITY STATEMENT:

As an employee of Wallowa County Health Care District (WCHCD), you must agree to abide by the following code of Conduct/Confidentiality Statement.

I understand and agree that in performing my duties, I must hold medical information in confidence. I understand that any violation of the confidentiality of medical information may result in punitive action. I will at all times protect the safety of our patient/residents understanding that they are our "customers" and the reason for our employment. I will avoid any and all personal conflicts of interest as it relates to my position at this facility. I agree to abide by the dress code for WCHCD. I will not use any of the assets of WCHCD for personal use. I will abide to all rules and regulations of the State of Oregon and the United States in relation to the operation of a medical facility. I will treat my coworkers at all times in a professional & courteous manner. I will strive to always work as a team player with my coworkers. I agree to report any perceived medical/facility operation noncompliance issues immediately to the CEO.

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I have read and understand the above job description.

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Employee Signature Date