

MARKETING SPECIALIST - HEALTH DEPARTMENT

GENERAL STATEMENT OF DUTIES: Professional position responsible for establishing and conducting a comprehensive public information and marketing program for the various facilities, areas, projects, programs and activities of the Genesee County Health Department; directs all marketing efforts for new community program introduction, revenue producing programs and maintains social media interactions; works under general supervision; performs related duties as required.

STATEMENT OF TASKS:

Coordinates public information for all types of media including radio, television, print, outdoors and the internet;

Supervises and approves all marketing efforts including media buys, graphics production, purchase of printing and photographic services and brochure distribution services;

Coordinates preparation of displays, exhibits and slide presentations;

Prepares news releases, brochures, and other materials disseminated to the public and the media;

Conducts radio and television interviews and other speaking engagements;

Prepares annual reports of Health Department Activities;

Assists in development of interpretive and educational activities;

Coordinates and providing information in a timely manner to internal and external and other support divisions as required;

Coordinates on site needs for trainings;

Develops marketing packages;

Develops evaluation techniques to gage customer satisfaction with Health Department Programs;

Participates in planning sessions and annual countywide disaster drills scheduled by the Office of Emergency Management;

Serves as Public Information Officer in event of an area disaster, serving as a single point of official information, media coordination and dissemination of prepared information;

Serves as liaison with state and local marketing organizations;

Develops annual goals and evaluates progress in achieving those marketing goals;

Assists in the development and management of marketing program budget;

Recommends changes to policies and procedures.

The statement of tasks above is intended to be sufficient to identify the class and be illustrative of the many duties that may be assigned. It should not be interpreted to describe all of the duties an employee assigned to this class may be required to perform.

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REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Comprehensive public sector experience in the conduct of public relations programs;
Comprehensive and detailed knowledge of the principles and applications of publicity techniques;
Considerable knowledge of the general functions of government and the news value of their respective operations;
Basic knowledge of graphics arts and desktop publishing;
Ability to work effectively with governmental officials, department heads, employees and the public;
Ability to exercise discretion and judgment in determining effective approaches to public relations programs;
Ability to make public presentations;
Ability to attend work regularly and work under stressful conditions.

MINIMUM QUALIFICATIONS:

Marketing or Advertising Bachelor's degree and three (3) years of related experience; public health OR medical health promotion experience preferred.

Established: January 2015



Human Resources Director