

COMMUNICATIONS & OUTREACH COORDINATOR

POSITION DESCRIPTION: In conjunction with the Program Director, plan, coordinate, oversee and conduct promotion and outreach activities for the Health Rights Hotline ensuring a high degree of professionalism, integrity and accuracy in all activities, including print materials and presentations.

DUTIES:

- 1) Arrange, organize and manage outreach activities by all Health Rights Hotline staff.
 - a) Schedule speaking arrangements for the Program Director, Supervising Counselor, Communications Coordinator and Hotline Counselors, as appropriate.
 - b) Represent the Health Rights Hotline to community agencies, the media, provider organizations and health plans as needed.
 - c) Coordinate and supervise the outreach activities of Hotline counselors.
 - d) Implement outreach strategies to reach the culturally diverse, often underserved, populations of the Sacramento metropolitan area.
 - e) Maintain a central calendar of community presentations/speaking engagements.
 - f) Coordinate, organize and oversee promotional mailings to targeted audiences.
 - g) Organize, write and oversee distribution of quarterly newsletter.
 - h) Oversee maintenance of the Health Rights Hotline mailing list.

- 2) Coordinate and conduct media-related activities.
 - a) Write, edit and/or place articles, opinion editorials or health action columns in local newspapers.
 - b) Prepare press kits and fact sheets; distribute media advisories and press releases.
 - c) Respond to media requests.
 - d) Organize meetings with editorial boards, radio stations, TV talk shows and other media outlets.
 - e) Track media coverage.
 - f) Maintain media contact list.

- 3) Oversee and coordinate development of educational and promotional materials.
 - a) Work with Project Director, Program Director, graphics designer and printer to produce new promotional materials.
 - b) Participate in the development and ongoing content of the Hotline's website.

SKILLS:

1. Exceptional written and verbal communication/presentation skills.
2. Knowledge of and experience working with diverse community groups in the Sacramento metropolitan area.
3. Strong organizational skills; ability to handle multiple projects efficiently and in a timely manner.
4. Experience working with local/regional news media (print, radio and television) desirable.
5. Proficiency in Microsoft Office; experience in website construction and maintenance desired.
6. Demonstrated interest in consumer advocacy.

EXPERIENCE/EDUCATION:

Three (3) years experience in public relations or community outreach. Knowledge of the Sacramento community is essential. Experience working in health care or in a non-profit organization highly desired. BA in Communications, Journalism, English, or its equivalent required. Bilingual Spanish/English preferred.

AN EQUAL OPPORTUNITY EMPLOYER