



COMMUNICATIONS PROJECT SPECIALIST

Position Status: Exempt
Reports To: Media and Content Manager
Effective Date: 03-21-19
Revised Date:
Job Level: P2

POSITION SUMMARY

Under limited supervision, this position:

1. Supports the project development lifecycle for creative campaigns and communications projects
2. Develops content for internal and external communications and supports media relations
3. Supports the development and implementation of projects focused on bringing awareness, alignment and consistency to Alliance communications
4. Supports Communications Department leadership and staff in a variety of areas, including purchasing, external relationships and communications activities
5. Performs other duties as assigned

RESPONSIBILITIES

1. Supports the project development lifecycle for creative campaigns and communications projects, with duties including but not limited to:
 - Supporting concurrent communications projects involving a range of complexity and scope, interdepartmental stakeholders, and communications-related contractors/vendors and may lead communications projects, as assigned
 - Ensuring that projects meet business needs and standard project management best practices
 - Participating in project meetings, brainstorming sessions, and the planning process for Communications Department projects
 - Providing input on project content and collaborating with relevant stakeholders at various levels in the organization to gather project requirements and define project deliverables, as assigned
 - Developing, revising and executing assigned project work plans to ensure efficient completion of designated projects
 - Tracking tasks, timelines, and resources needed to meet project objectives and timelines
 - Following standard project management processes and methodologies to ensure project workflows are followed and projects are delivered on time
 - Monitoring project status, identifying and resolving or escalating issues, developing and delivering progress reports on projects, and communicating updates to project stakeholders
 - Monitoring, evaluating and collecting data on a variety of metrics related to communications projects and preparing related regular and ad hoc measurement reports
 - Reviewing project measurement data to identify issues, patterns and trends over time
 - Conducting basic-level business and technical analysis, performing analytical compilation, formulating conclusions, developing recommendations, and preparing basic narrative reports
 - Ensuring compliance with the organization's project, policy and procedural standards
 - Utilizing on-line collaboration and project management software

2. Develops content for internal and external communications and supports media relations, with duties including but not limited to:
 - Assisting with the development of communications materials in collaboration with department leadership and other staff
 - Composing basic content and performing copy editing and proof-reading
 - Developing communications materials using photography, videography, and other platforms, as assigned
 - Supporting media relations by assisting with the development of press releases, media pitch emails and letters, and media lists
 - Pitching stories to members of the press, as assigned
 - Supporting the auditing of communications to ensure compliance with Alliance marketing, communication and information strategies for all media formats, as assigned
3. Supports the development and implementation of projects focused on bringing awareness, alignment and consistency to Alliance communications, with duties including but not limited to:
 - Assisting with projects related to internal communications, including project activities, work plans, resources, technology and information
 - Assisting with the development of plans to bring awareness of communications policies to all staff
 - Creating launch and awareness campaigns for department policies and procedures
 - Conducting training and making presentations related to communications policies and activities
 - Supporting the development and administration of the annual communications survey of staff
 - Assisting with the development and execution of communication strategies
4. Supports department leadership and staff in a variety of areas, including purchasing, external relationships and communications activities, with duties including but not limited to:
 - Coordinating the purchase of branded promotional items, assisting with negotiating prices with vendors, and distributing items to departments
 - Monitoring the media and developing reports related to the Alliance in the news and relevant healthcare headlines
 - Conducting communications related research and planning and providing support to Communications Department activities
 - Conducting research and analysis of business and health care information from a variety of sources
 - Coordinating meetings and performing related tasks, including submitting agenda items, distributing materials, and maintaining records
 - Creating content and materials for internal and external presentations
 - Representing the department on various interdepartmental committees and workgroups, acting as a liaison with other departments, and may act as a liaison to external entities and groups, as assigned
5. Performs other duties as assigned

EDUCATION AND EXPERIENCE

- Bachelor's degree in Business, Communications, Marketing or a related field and a minimum of three (3) years of experience supporting communications activities, including the performance of some project coordination duties (or a Master's degree and a minimum of two years); or an equivalent combination of education and experience may be qualifying.

KNOWLEDGE, SKILLS, AND ABILITIES

- Thorough knowledge of and proficiency with Windows-based PC systems, including Microsoft Word, Excel, Outlook, Visio and PowerPoint
- Working knowledge of basic project management methodologies and tools
- Working knowledge of basic research, analysis and reporting methods
- Working knowledge of general administrative procedures and standard business office practices
- Some knowledge of marketing, communications and graphic design strategies and best practices
- Some knowledge of performance-based measurement, outcomes and metrics
- Some knowledge of the methods and tools of meeting facilitation
- Ability to plan and coordinate multiple projects, identify relevant stakeholders, effectively prioritize tasks in order to meet deadlines, and respond to changing priorities
- Ability to identify issues, conduct research, gather and interpret information and data, identify issues of concern, and make logical recommendations for action
- Ability to demonstrate strong analytical skills and prepare statistical and narrative reports
- Ability to create documents, templates, and correspondence
- Ability to compose routine communications content and edit content for style, tone, completeness, and consistency of brand message
- Ability to interact diplomatically with a wide variety of people, gather information from stakeholders, foster teamwork, and facilitate collaborative discussions
- Ability to demonstrate flexibility and creativity, anticipate needs, exercise resourcefulness in developing solutions, identify improvements to existing practices, and effectively adapt to change
- Ability to use photography and videography equipment in support of communications activities
- Ability to develop and organize tracking and recordkeeping systems and maintain accurate records
- Ability to interpret and apply policies, procedures, standards and guidelines
- Ability to assist with the development of department policies, procedures and guidelines
- Ability to work independently with minimal supervision and as a member of a team

DESIRABLE QUALIFICATIONS

- Experience working in a healthcare or non-profit setting
- Some knowledge of public relations, media relations and/or corporate communications
- Some knowledge of the health care industry, Medi-Cal program, or managed care environment
- Some knowledge of Adobe Acrobat Professional, project management software, database and reporting programs
- Some knowledge of the use of photography and videography in corporate communications

WORK ENVIRONMENT

- Ability to sit in front of and operate a video display terminal for extended periods of time
- Ability to bend, lift and carry objects of varying size weighing up to 10 pounds
- Ability to travel to different locations in the course of work

This position description, and all content, is representative only and not exhaustive of the tasks that an employee may be required to perform. Employees are additionally held responsible to the Employee Handbook, the Alliance Standard Knowledge, Skills and Abilities and the Alliance Code of Conduct. The Alliance reserves the right to revise this position description at any time.