

Health Care Marketing and Promotions Associate

Definition:

Under direction, coordinates the development and implementation of a marketing program to promote the programs and services offered by a health care facility.

This is a journey-level classification expected to perform a wide range of marketing and promotions responsibilities with minimal supervision. Incumbents may coordinate media activities but are generally not the department's primary media spokesperson.

Essential Functions:

- Develops a marketing strategy to promote interest in the County as a whole, or in programs and services offered by operating departments;
- Keeps informed on aspects of County-wide or departmental activities that would generate public interest;
- Serves as liaison with representatives from broadcast and print media; coordinates news conferences and televised events; makes on-camera television appearances as a departmental spokesperson; responds to media requests for information; assists with media orientations;
- Serves as liaison with elected or appointed officials, other governmental agencies, and community representatives; coordinates marketing activities with representatives from other allied agencies;
- Responds to requests for information and assistance; plans, coordinates and conducts presentations, tours and educational programs related to departmental activities;
- Develops ideas, writes and edits copy, coordinates layouts the production and distribution of a variety of promotional materials;
- Prepares press releases, feature articles, public information announcements and other written materials for dissemination to print and electronic media;
- Coordinates the placement of promotional materials on the departmental website;
- Prepares and distributes directories for available services;
- Evaluates and recommends most effective publications for placement of advertising; develops and prepares advertising copy and design; coordinates placement of advertisements;
- Reviews and recommends purchase of copyrighted and other promotional materials;
- Creates and maintains show case exhibits; transports, erects and dismantles portable displays;
- Plans and coordinates special events, such as trade shows, opening celebrations, health fairs, and other community outreach events;
- Recruits professional and lay volunteers to participate in special events;
- Coordinates departmental representation at outside events, such as conferences, trade shows or meetings; represents the department at such events;
- Collects and compiles data for various departmental reports;
- Maintains files of information, photographs and videotapes;
- Uses automated office equipment daily for the performance of job duties;
- Prepares correspondence and reports.

Employment Standards:

Graduation from an accredited college or university with a Bachelor's degree in Marketing, Communications, Journalism or a closely related field; AND two years of marketing, advertising, public relations or related experience; OR any equivalent combination of training and experience.

A valid Motor Vehicle Driver's License is required upon appointment.

Knowledge of: Marketing and public relations principles; photography and advertising; target clients; graphic design, production and printing techniques; and demographic and statistical research principles.

Ability to: Establish and maintain effective working relationships with clients, media representatives, community organizations, staff and volunteers; communicate effectively both verbally and in writing; deliver effective presentations; coordinate multiple activities with conflicting deadlines; and obtain, analyze, evaluate and draw logical conclusions from relevant data.

Supplemental:

A background check may be conducted for this classification.

All Kern County employees are designated "Disaster Service Workers" through state and local laws (CA Government Code Sec. 3100-3109 and Ordinance Code Title 2-Administration, Ch. 2.66 Emergency Services). As Disaster Service Workers, all County employees are expected to remain at work, or to report for work as soon as practicable, following a significant emergency or disaster.