



Media Coordinator

Job Description

Department: Health
Position: Career Service
Grade: 723
Supervisory: No
Program Manager – Public
Reports to: Information, Quality Improvement,
and Assessment

Summary

Under general guidance and direction of the Program Manager – Public Information, Quality Improvement, and Assessment, develops, oversees, implements, and monitors the strategic communication efforts for the Utah County Health Department (UCHD). Creates public outreach material to communicate agency programs, goals, and objectives. Collaborates with public and private entities, including outside government agencies. Partners with Department and Division Administration on daily operations, priority projects, and ongoing initiatives.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Design, create, and implement social media marketing projects and campaigns.
2. Function as designated contact for media inquiries related to emergency operations, special events, or programs, as assigned; provide direct responses, press releases, and reports.
3. Collaborate with public and private sector organizations, including government agencies, on projects that advance goals and objectives of the department and division.
4. Ensure social media content is accurate and consistent with department and division brand; design and produce relevant and appropriate digital content; assist with selection of artwork, layouts, and photographs.
5. Train staff on effective public relations and media strategies and effective technology to promote programs and services; recommend strategies to effectively build rapport.
6. Ensure timely and appropriate responses to inquiries on multiple social media channels.
7. Coordinate implementation of marketing and promotional efforts; oversee content and format of internal and external publications.
8. Oversee creation and maintenance of website and social media efforts; proofread and edit, as needed.

For Office Use Only

Job Code: 2632
Job Title: Media Coordinator
FLSA: Non-Exempt
Effective Date: 9/18/2023
Public Safety: No

Worker's Compensation: Clerical
Background Level: II
Safety Sensitive: No
DOT: No
ML: Individual Contributor

9. Plan and maintain social media calendar; ensure calendar aligns with department and division priorities and marketing channels.
10. Evaluate effectiveness of social media efforts; collect and prepare social media metrics and analytics for data management, presentations, reports, and/or meetings, as assigned; design, conduct, and review surveys and public opinion research, as needed.
11. Assist Program Manager – Public Information, Quality Improvement, and Assessment with media relations and special projects.
12. Respond to public health emergencies as required by the department or division administration; carry provided pager, cellular phone, or other emergency communication devices during all work hours and at all other times when unavailable by phone.
13. During times of emergency or pandemic, job duties may be modified as needed, and may be significantly different from primary duties.

Knowledge, Skills, and Abilities

- Working knowledge of brand strategy and management
- Working knowledge of media sources, tools, and technologies
- Working knowledge of Adobe Creative Suite programs or similar software
- Knowledge of principles, practices, and techniques of digital art and graphic design
- Knowledge of copyright laws and regulations for use of printed and artistic materials, photos, and other materials
- Knowledge of web page editing and design
- Knowledge of project management
- Knowledge of proofreading and editing
- Highly skilled in planning, organizing, and implementing internal and external campaigns
- Highly skilled in graphic design software
- Skilled in utilizing multiple design and project management tools
- Skilled in grammar, punctuation, and spelling
- Skilled in developing and executing marketing and promotional plans
- Ability to prioritize projects and resources
- Ability to communicate effectively verbally and in writing
- Ability to establish and maintain effective relationships with those contacted during the course of work activities
- Ability to learn current technology and graphic design techniques
- Ability to strategically use social media marketing

Supervisory Responsibility

This position has no direct supervisory responsibility but does serve as a coach and mentor for other positions in the department.

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Work Environment

Work is generally performed in an office or other environmentally controlled room but is occasionally performed for sustained periods outdoors, which may include hot, cold, or inclement weather. Work occasionally exposes the incumbent to high-stress situations, including contact with the public in uncomfortable, confrontational, and emotionally charged circumstances. This role routinely uses standard office equipment such as a laptop, desktop, smartphone, photocopiers, shredders, and filing cabinets. The noise level in the work environment is usually moderate. The incumbent may be required to drive Utah County owned vehicles in the course of conducting County business and must abide by the Utah County Vehicle Policy.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is required to use manual dexterity to handle, feel, and operate objects, tools and controls, and reach with hands and arms. The employee is frequently required to stand, talk, and hear. Specific vision abilities by this job include close vision, ability to adjust focus, and ability to distinguish between different shades of color and patterns. The employee is required to type, file, and lift office supplies up to thirty (30) pounds. The employee occasionally drives a motor vehicle.

Position Type / Expected Hours of Work

Incumbent must work forty (40) hours each week to maintain full-time status. There may be availability to work out a flex schedule ahead of time that works for both the County and the employee. Occasional evening and weekend work may be required as job duties demand.

Travel

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected, up to five (5) percent.

Required Education and Experience

1. Bachelor's degree in Public Relations, Marketing, Communications, or a closely related field.
2. Two (2) years of work experience related to social media marketing or equivalent.
3. Equivalent combinations of education and experience may also be considered.

Preferred Education and Experience

1. Preference may be given to applicants with work experience in public health.

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Additional Eligibility Qualifications

1. Applicants must possess a valid driver’s license and obtain a valid State of Utah driver’s license within sixty (60) days of employment.
2. Selected applicants will be required to submit to a pre-employment drug screen and background check.
3. Selected applicants shall be strongly encouraged to receive immunizations according to the Center for Disease Control and/or County Health Department Policy.

AAP/EEO Statement

It is the policy of Utah County Government to assure equal employment opportunity to its employees and applicants for employment without regard to race, color, religion, national origin, disability, age, sex, sexual orientation, genetic status or gender identity.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee of this job. Duties, responsibilities, and activities may change at any time.

Utah County Government is a drug-free workplace.

Acknowledgement below to be completed after an offer has been extended and accepted.

This job description has been approved by the Office of Human Resource Management in consultation with the Department Head.

Signature below constitutes an understanding of the requirements, essential functions and duties of the position.

Candidate / Employee _____ Date _____

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