



POTTSTOWN AREA HEALTH & WELLNESS FOUNDATION
JOB DESCRIPTION

POSITION TITLE: Communications Assistant
REPORTS TO: Office Manager & Communications Associate
EFFECTIVE DATE: June 2015 (Revised: Dec. 2018)

Summary/Objective

The Communications Assistant is an integral part of the Foundation's team and works closely with the Office Manager/Communications Assistant and the President. Experience with social media and proficiency in technology and website administration is required. The position provides support to all communications and marketing efforts of the Foundation with a strong emphasis on social media platforms and the Mission Healthy Living initiative. Excellent verbal communication and creative writing skills are necessary to develop positive stories on health and wellness topics along with proficiency in researching topic-specific information. The ability to interpret quantitative data into infographics is becoming a necessity in staying on trend in the communications world. Proofreading skills will be used for internal grant requests. The person in this role should have a positive attitude and belief in the Foundation's mission of enhancing the health and wellness of area residents.

Essential Functions

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

1. WEBSITE MAINTENANCE:
 - a. PAHWF Website:
 - i. Utilizes Content Management System (CMS) to maintain and update website
 - ii. Reviews website content quarterly to ensure accuracy
 - iii. Compiles quarterly analytics to report to Marketing/Communications Committee
 - b. Mission Healthy Living:
 - i. Posts weekly articles, blogs, events, etc.
 - ii. Works with Office Manager/Communications Associate and/or PR firm to develop editorial calendar based on local events, and health and wellness topics.
 - iii. Researches and composes articles
 - c. Planning Giving: Works with Philanthropy Coordinator and PlannedGiving.com to ensure accuracy and functionality of Planned Giving web page.
2. Marketing & Social Media:
 - a. Encourages community engagement on a daily basis through social media platforms such as Facebook, Twitter, Pinterest, Instagram & LinkedIn
 - b. Supports marketing operations through campaigns, promotions and projects

Job Description: Communications Assistant

- c. Provides internal support with PR/Marketing firm
 - d. Promotes and provides support to the *Mercury's* "Fit for Life" initiative
 - e. Explores big data as it relates to marketing and communication efforts of the Foundation and designs infographics
 - f. Uses CANVA or similar program to create designs, infographics, etc.
3. *Well-Informed* Community Benefit Report (CBR) - electronic newsletter (3x/year)
 - a. Works with PR/Marketing firm by creating content, providing photos, etc.
 - i. Assists in planning content and theme
 - ii. Conducts research and interviews to create content, such as writing articles, staff/board profiles, and grantee vignettes
 - b. Promotes CBR via Vertical Response eBlast, and social media
4. Event/Contest Support:
 - a. Writes marketing copy and prepares PPT presentations for Foundation staff
 - b. Supports and represents Foundation at events such as wellness fairs
 - c. Promotes and builds community engagement through social media
 - d. Contributes to team effort by providing support to events such as Healthy Bodies Healthy Minds, gardens' contest, Symetra Golf Tournament, etc.
5. Vertical Response email platform
 - a. Builds and maintains active database
 - b. Sends eBlasts as required for announcements and promotions of CBR's, annual holiday cards, Healthy Body Healthy Minds event, etc.

Competencies

1. Job knowledge
2. Judgment and problem solving
3. Self-management
4. Teamwork
5. Collaboration & relationship skills
6. Technical capacity
7. Quality
8. Support of diversity
9. Customer service
10. Communication skills
11. Project leadership
12. Creativity

Supervisory Responsibility: None

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines.

Job Description: Communications Assistant

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 regularly required to talk or hear. This is largely a sedentary role; however, some filing may be required. This would require the ability to lift files, open filing cabinets and bend or stand on a stool as necessary. Carrying boxes to and from events may also be required.

Position Type/Expected Hours of Work

This is a full-time, hourly (OT eligible) position. Minimum days and hours of work are Monday through Friday, 8:00 a.m. to 4:30 p.m. Event and weekend work may be required as job duties demand.

Travel

This position may require travel for off-site meetings, wellness fairs and learning opportunities

Required Education and Experience

Associates Degree in Marketing & Communications, or equivalent

Preferred Education and Experience

Bachelors Degree in Marketing and Communications, or 2-3 year's experience in a Marketing/ Communications related field. A minor, or interest, in the public health field is a plus.

Additional Eligibility Qualifications

Microsoft Office required; experience with Vertical Response and Umbraco Content Management System preferred. Knowledge of design software, such as CANVA, a plus.

Salary range: \$36,000 - \$56,000 (Commensurate with related experience)

Work Authorization/Security Clearance (if applicable)

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 for this job. Duties, responsibilities and activities may change at any time with or without notice.

Foundation-wide specifics

1. Is familiar with Foundation's mission and vision
2. Attends weekly staff meetings
3. Complies with all Foundation policies and procedures
4. Demonstrates flexibility in response to unexpected changes in workload, staffing and scheduling
5. Performs all other related work as requested by President, Board members and Committee Chairs
6. Applies principles of confidentiality to all Foundation matters