



## Job Description – Marketing & Communication Specialist

### **Expectations of all HRRV Employees**

Support the mission, vision and values through unequalled quality patient care, professional competence, collaboration, communication, innovation, accountability, ownership and provide support to the entire agency regardless of their primary office location.

### **Position Summary**

Assist in implementing our public relations and marketing strategies to increase public understanding and support of hospice care and our mission to provide compassionate end-of-life care and support.

### **Qualifications**

- Bachelor's degree in public relation, marketing, communications or related field
- Experience in public relations, marketing, or related field; and coordinating events
- Excellent writing, editing, interviewing, and verbal communication skills; extensive writing and editing experience, including the ability to take information and ideas and transform them into compelling and useful messages using a variety of promotional tools including print, web, social media, etc.
- Proficiency in Microsoft Office products, various social media platforms, and Wordpress, email marketing tools, and Google Analytics. Knowledge of basic HTML helpful.
- Demonstrated experience in managing media relations
- Ability to prioritize and organize workload and work independently as well as collaboratively with supervisor and marketing team
- Demonstrated ability to foresee methods of growth and development of programs, while also easily navigating through and successfully completing daily tasks
- Strong communication skills and the ability to work effectively with a wide variety of people
- Experience in Adobe Creative Suite, including InDesign, Photoshop, and Acrobat Professional, helpful but not required.
- Knowledge of effective search engine optimization strategy a plus
- Demonstrated comfort with public speaking helpful, but not required

### **Certifications, Licenses, Registrations Required**

- Current drivers license and auto insurance

### **Physical Requirements/Working Conditions**

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

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand and walk; occasionally required to stoop, kneel, or crouch. The employee is frequently required to sit for extended periods of time. The employee must regularly lift and/or move up to ten pounds, occasionally lift and/or move up to twenty pounds. Specific vision abilities required by this job include close vision, distance vision, color vision and adjust focus. The work environment is varied between the office, travel and location of speaking engagements and events. The employee is frequently asked to drive, occasionally to unfamiliar destinations.