



**MORROW COUNTY
HEALTH DISTRICT**
Excellence in Healthcare

Employment at Morrow County Health District

Morrow County Health District believes that each employee makes a significant contribution to those we serve and the District as a whole. Every day our patients, families, other healthcare providers, visitors and coworkers are always deserving of exceptional, friendly service and the highest level of quality care possible. This is made possible by all employees agreeing to adhere to the District's Promise of Excellence and upholding our True North Statement of "Welcoming our patients and providing exceptional care."

Your contribution to the District and those we care for is not limited by the responsibilities set forth in this position description. This description is designed to outline primary duties, qualifications and job scope, but not limit the employee nor the organization to just the work identified. It is our expectation that each employee will offer his/her services wherever and whenever necessary.

Title: Graphic Design & Marketing Coordinator **Dept:** Administration

Exempt/Non-Exempt: Non-Exempt **Reports to:** Community Relations & Communications Director

Pay Equity Group: _____ **Effective Date:** 2/2/2023

Essential Functions:

- Create content, layout and graphics for media of all types including but not limited to newspaper ads, newsletters, brochures, flyers, video, and digital for use on the website, social media platforms, and the District's intranet. The focus is to promote services and staff, convey important news and information, provide health education, and enhance brand recognition.
- Assist Community Relations & Communications Director to coordinate MCHD's participation in community events and presentations.
- Participate in confidential strategic communications and trade secret discussions with supervisor and Executive Committee.
- Set-up and attend community and District events across the county and provide photography and video services and promote public relations.

- Assist Community Relations & Communications Director to build and manage databases for outreach purposes, ad placements, and contracted services.
- Assist Community Relations & Communications Director to keep an annual events calendar to track activities and events MCHD will promote, recognize or participate in internally and externally.
- Promote and assist in coordination of employee engagement efforts in support of the District's Service Excellence initiative.
- Participate in committee groups and community meetings as needed.
- Assist with community benefit tracking for annual reporting.

Secondary Functions:

1. Participate in educational opportunities, trainings, and development offerings to update knowledge and skills for the position.
2. Complete all required District training.
3. Other duties as deemed appropriate by supervisor or administration.

Job Scope:

Interpersonal Contacts:

Must have excellent interpersonal communication skills to accomplish a variety of work with various groups of people both inside and outside the District. Must relate well to staff, members of the community and community partners. A demonstrated understanding and appreciation for diverse cultures is required. Must be able to interact with others in a thoughtful and professional manner.

Specific Job Ability:

The Graphic Design & Marketing Coordinator must be well organized to manage many projects at one time. Develop illustrations and designs utilizing Adobe software suite. Must be able to communicate effectively with many groups of people while representing the District in a professional manner. Requires creativity and self-motivation to provide ongoing fresh approaches to a variety of work while promoting an established brand. Must be able to collaborate with the Community Relations & Communications Director and the Executive Committee to share ideas, review drafts, and finalize projects timely.

Specific Job Effort:

1. Sitting, standing, bending, lifting standing for throughout day.
2. Must be able to lift, stand for a large portion of the shift and fill in for other positions in the department when required.

3. Push, pull and lift occasionally over 50 pounds.
4. Must possess adequate vision, hearing and manual dexterity to perform job duties.
5. Work under pressure of project and print deadlines.

Education, Experience and Certification/Licensure:

1. Bachelor's Degree in communications, marketing, or related field with experience in healthcare preferred, especially hospital or medical clinic. Significant experience may be substituted for education.
2. Experience with Microsoft Office, Adobe InDesign, Illustrator, Photoshop, and other Adobe Creative Suite programs preferred.
3. Ability to research, conceptualize, illustrate, and create content/designs.
4. Must be self-motivated, highly organized and have good prioritizing skills.
5. Exceptional attention to detail and accuracy.
6. Must have valid Driver's License.