



Position: Marketing Outreach Specialist
Supervisor: Marketing Manager
Status: Full-Time, Non-Exempt

JOB SUMMARY:

The Marketing Outreach Specialist, under the direction of the Marketing Manager, is responsible for designing and implementing opportunities that foster community outreach, brand awareness, and engagement with Tri-County Health Network services. This role identifies, develops, and executes plans that support the commitment to serving all communities we support. This person will also engage with rural residents by developing and implementing public relations/marketing campaigns, engage and educate a diverse group of community members.

DUTIES AND RESPONSIBILITIES: *In collaboration with the Marketing Manager, may include the following, and other duties as assigned.*

- Boost public relations/community engagement
- Design, create, curate marketing material in Canva
- Administer published content (images, video, written) of TCHNetwork.org website and blogs to promote programs
- Develop a plan to promote new programs and successes via press releases, news articles, letters to the editors, and local radio interviews
- Promote community engagement and program outcomes by creating newsletters and eblasts
- Development and implementation of marketing plans for TCHNetwork
- Consult with team members to develop program-specific marketing plans
- Work with social media platforms, with creation, reach and maintenance
- Implement and direct comprehensive (social, print, and broadcast media) marketing campaigns
- Translate materials and conduct intentional outreach to the local Latin population in collaboration with the Multicultural Advocacy Team
- Track the success of TCHNetwork's advertisements
- Create content for and track the effectiveness of social media campaigns and broadcast media advertisements to promote programs
- Help with organization and awareness of recruiting events
- Connect with community members, establish rapport with them, communicate the benefits of TCHNetwork programs and services provided for each target audience, and recruit them to participate in TCHNetwork programs, events and activities
- Present TCHNetwork vision and values to the community,
- Distribute promotional flyers throughout community and track distribution
- Assist in planning local events and activities
- Attend non-TCHNetwork sponsored programs and events to better understand community interests and activities, as requested

- Develop and build relationships with local nonprofit organizations, businesses, and community groups
- Identify, initiate and deepen relationships with various community stakeholders
- Organize meetings and/or presentations with existing and new partners and providing information about TCHNetwork and partner services
- Document efforts, outreach, and outcomes by maintaining current and accurate data in the required management information tracking systems accurately and within prescribed timeframes
- Other duties as required to ensure the success of the program and TCHNetwork

EDUCATIONAL AND EXPERIENCE REQUIREMENTS:

- Bachelor's degree or equivalent experience
- 3-5 years' experience in communications, marketing, community-based programs, event coordination or similar
- Bilingual (Spanish/English) skills
- Two years of experience developing and building relationships with members of the community
- Proficiency with MS Office suite (Teams, Excel, SharePoint, etc.)
- Experience with WordPress and Canva
- Proficiency in using social media platforms
- Valid driver's license with reliable transportation and car insurance with the ability to travel up to 90 miles to perform duties related to this position

PREFERRED EXPERIENCE:

- Resident of the community for at least the past 2 years
- Knowledge and experience working in rural communities
- Two years of experience planning events or community activities
- Strong knowledge of diversity, equity, inclusion, and belonging practices; ability to work effectively with diverse stakeholders

SKILLS AND QUALIFICATIONS:

- Strong written, verbal and culturally competent communication skills
- Good presentation skills. Good public speaking skills. Confident communicator with demonstrated ability to present information effectively to groups and individuals
- Demonstrated understanding of relationship management and partnering, including ability to develop and maintain trusted professional relationships
- Willingness to work flexible hours (some nights/weekends)
- Organizational and time management skills
- Excellent communications and interpersonal skills
- Creative thinker and proactive problem solver
- High comfort level with live social media engagement

PERSONAL ATTRIBUTES:

- Self-starter; willing to take initiative.
- Strong interpersonal skills. Ability to interact effectively with diverse individuals of varied ethnic, cultural backgrounds, ages and economic circumstances and build effective working relationships. Ability to respond to sensitive matters with diplomacy and empathy and maintain client confidentiality.
- Ability to work in a fast-paced environment, remain calm under pressure, be supportive of client needs and able to quickly adapt to a changing environment.
- Good organizational and time management skills.
- Strong work ethic, self-motivated, and collaborative style.
- Ability to receive and utilize constructive feedback regarding performance and presentation.
- Unequivocal commitment to the highest standards of personal and business ethics and conduct.
- Mission-driven, guided by core values

REQUIRED RESOURCES:

Valid driver's license with reliable transportation and car insurance, and the ability to travel up to 90 miles, even in inclement weather, to perform duties related to this position. Must be able to lift 50+ pounds

LOCATION:

Hybrid position is San Miguel, Montrose, including West End Montrose, and Ouray County

COMPENSATION:

Starting wage is \$21.15-25.44.based on experience.

Great benefits: 100% paid comprehensive employer health and dental insurance coverage, 12 paid holidays, 10 days vacation, 48 hours of sick pay, up to 3% match individual retirement account (IRA) with immediate vesting, flexible spending account, employee referral program quarterly mental health days & continued professional development.

DIVERSITY, EQUITY, AND INCLUSION:

Tri-County Health Network is a nonprofit organization committed to collaborating with our communities to improve healthcare for everyone. Diversity, Equity, and Inclusion is at the core of our mission and work in the region.