Tennessee Primary Care Association - Job Description

Position Title:  Health Communications Coordinator
Classification:  Full-Time
Reports to:  Communications and Marketing Director
Salary Range:  $45,000 - $54,000

Direct Reports: None

The Tennessee Primary Care Association (TPCA) is a dynamic, team-oriented membership association that provides leadership, advocacy, and supportive expertise to the state’s community health centers. TPCA and our members are bonded by a shared purpose – ensuring all Tennesseans have access to quality and affordable health care.

TPCA seeks a creative, energetic, and organized Health Communications Coordinator to play a key role in communications, marketing, and outreach efforts for the Association. This team member will support TPCA’s programmatic initiatives by executing, monitoring, and measuring TPCA’s email marketing and social media efforts. The ideal candidate will be a team player who is self-motivated and thrives in a fast-paced, collaborative work environment.

Our team values collaboration, continual growth, integrity, and open communication. We are driven by our culture, knowing that creating an inclusive workplace is essential to serving our mission. We are intentional in our efforts to ensure every staff member feels empowered to voice their ideas and bring their authentic selves to work. At TPCA, you will enjoy a hybrid work schedule, comprehensive benefits package, as well as ongoing encouragement and support for professional development.

Key Responsibilities:
Working with the Communications and Marketing Director, the Health Communications Coordinator’s primary focus is to support of TPCA’s programmatic communications and marketing activities through content creation and the coordination of marketing campaigns and collateral with internal staff. Tasks will include, but are not limited to:

Email Marketing
- Work closely with internal programmatic teams to create and deliver compelling communications for various audiences, including newsletters, updates, education sessions and program promotions.
- Assist in the development of TPCA marketing and branding campaigns and make recommendations for implementation.
- Manage subscriber database to grow the email list and improve response.
- Measure effectiveness of email marketing campaigns and monitor subscriptions to continually improve ROI from email marketing efforts.
- Oversee email operations to ensure that emails are completed and deployed on time.
- Monitor email campaign and delivery performance.
- Monitor the TPCA Communications Calendar to ensure coordination of organization’s communications.
- Design and edit graphics as needed.
Social Media

- Work with internal programmatic teams to develop and curate engaging campaigns.
- Assist in the creation and editing of TPCA’s written, video, and photo content.
- Maintain unified brand voice across different social media channels.
- Monitor all social media content and track the performance of campaigns.
- Design and edit graphics as needed.

Additional Duties

- Stay up to date on membership association marketing trends.
- Assist in the management of TPCA’s overall marketing, communications, and branding strategy.
- Assist with TPCA website management.
- Assist in identifying opportunities and writing copy for Association press releases.
- Assist Communications Director in leveraging communications data reporting to engage and grow our audience.

Qualifications:

- Bachelor’s degree in marketing, communications, or related field.
- 1-3 years’ experience in digital marketing, social media management, content creation, and communications work.

Preferred Knowledge, Skills, and Abilities:

- Excellent written and verbal communication skills are required.
- Capable of working independently and collaborating extensively with other departments at TPCA.
- Be detail and deadline oriented and able to prioritize multiple tasks.
- Familiarity with email marketing platforms.
- Experience with social media (Facebook, Instagram, Twitter, YouTube, LinkedIn) campaigns.
- Awareness of the needs of medically underserved populations, demonstrates cultural competence, and an understanding of community-based primary health care systems.
- Proficiency with computer software such as Microsoft Office, including Word, Excel, and Outlook.
- Fluency in written and spoken English.

Work Environment (includes physical requirements):

- Hybrid work schedule.
- Office environment.
- Prolonged sitting, use of computer, monitor, and keyboard; occasionally lifting of lightweight boxes.
- Travel to health centers and local travel may be required.

Contact Information and Procedure:

Interested candidates should apply by submitting their application in TPCA’s online application system by January 31, 2023. Apply here. The position will remain open until filled by an excellent candidate. No email applications or applications in any other system will be accepted; no telephone inquiries, please.
Tennessee Primary Care Association

710 Spence Lane

Nashville, TN 37217

http://www.tnpca.org

TPCA offers a comprehensive benefits package that includes paid vacation, sick leave, and holidays, paid medical, dental and life insurance, paid long-term disability insurance, and participation in a 403(b) retirement plan. In addition, TPCA offers elective participation in employee-paid benefits including Flexible Spending Account, Dependent Care Savings Account, vision insurance, and AFLAC insurance options.

It is the policy of TPCA that all applicants are entitled to equal employment opportunity regardless of race, national origin, religion, age, sex (including pregnancy or related medical conditions), gender identity or expression, sexual orientation, disability, genetic condition, marital status, or veteran status (past, present, or future service in the Uniformed Services of the United States), or other protected characteristics or identity as required by local, state, and federal law.

This position will be supported in part by grant funding from the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS).

Not familiar with the community health centers? Check out our Community Health Center Site Guide to learn more!