



Communication Specialist: Writer & Graphic Designer (Graphic Designer/Marketing Specialist)

1101 West College Avenue • Spokane, WA 99201-2095 (phone) 509.324.1506 • (fax) 509.324.3604 • (TTY) 509.324.1464

**Spokane Regional Health District is a "Tobacco Free" Workplace*

*An Equal Opportunity, ADA Compliant Employer
Veterans and persons of disability encouraged to apply*

EMPLOYMENT BULLETIN: JOB #17-66
OPENS: November 3, 2017

DIVISION: Non-Division

SCHEDULE: Full-time (40 hr./wk.) regular

This registry may also be used for any additional Graphic Designer/Marketing Specialist positions with similar qualifications which may occur in the next 6 months.

SALARY RANGE: \$3383.78 - \$4318.70 per month. This is the full salary range for the position not including longevity pay. Starting salary will normally be \$3383.78 per month. Position includes a generous benefits package.

REQUIRED APPLICATION DOCUMENTS (incomplete applications or those missing required documents may not be considered):

- Fully Completed SRHD Application
- Background check form
- Cover Letter
- Resume

POSITION DESCRIPTION:

- Provides composition services to include writing, and/or graphic design of materials for review and approval and eventual use in a variety of media with an emphasis on digital.
- In collaboration with Communications team, works with health district staff to strategically develop, design and market communication materials and messages related to SRHD initiatives and campaigns. The objective of this work is to effectively and efficiently reach targeted audiences and the public.
- Collaborates with Public Information Officer to compose effective messaging to link SRHD to the public through the media (press releases, messaging for print, TV, internet, social media).
- Assures integrity of SRHD messaging and brand in all print, digital and promotional materials.
- Collaborates with Communications team to plan, coordinate, deliver and evaluate communication department work. Reports to executive leadership.

MINIMUM QUALIFICATIONS:

Required Education/Experience:
<ul style="list-style-type: none"> • Bachelor's degree in communications with emphasis on web design, writing, graphic design, through use of media technology, or similar related major. • Three years of related experience developing and designing marketing materials and composing content for public audiences via the media and media technology.
Required Licenses:
<ul style="list-style-type: none"> • Valid motor vehicle license and current auto insurance
Required Knowledge, Skills and Abilities:
<ul style="list-style-type: none"> • Strong written and verbal communication, project management and design skills • Ability to efficiently use graphic design and web/intranet applications at an advanced level. • Knowledge of file formats and appropriate uses (ie, tif, eps, pdf) • Basic understanding of HTML and CSS • Knowledge of printing and production processes • Knowledge of communication theories applicable in social marketing, organizational communication and marketing to multiple audiences. • Ability to create messages reflecting understanding of cultural implications of work • Ability to proofread and edit effectively following multiple style guides, but predominately SRHD's, which is based on Associated Press

**Spokane Regional Health District is a "Tobacco Free" workplace and applicants who use tobacco will not be considered for employment. Further, as part of the application/employment process, you will be required to sign the "Agreement of Non-Tobacco Use for Employment" form.*



Communication Specialist: Writer & Graphic Designer (Graphic Designer/Marketing Specialist)

1101 West College Avenue • Spokane, WA 99201-2095 (phone) 509.324.1506 • (fax) 509.324.3604 • (TTY) 509.324.1464

**Spokane Regional Health District is a "Tobacco Free" Workplace*

*An Equal Opportunity, ADA Compliant Employer
Veterans and persons of disability encouraged to apply*

- Ability to interact with all levels of staff to collaborate on projects, provide training and technical assistance
- Ability to function and be productive with minimal supervision
- Ability to interpret regulations, policies and procedures
- Ability to work in a fast-paced environment
- Ability to manage multiple projects and meet multiple deadlines
- Ability to prioritize workload

For a detailed position description and application form, visit us at www.srhd.org or contact the office of Human Resource Services by mail or phone. Please see reverse side for additional application information.

This position is represented by Professional and Technical Employees union.

MAJOR RESPONSIBILITIES:

Writing for Public Audiences

- Composes drafts, edits and finalizes content for media releases and marketing collateral utilizing best practices and following SRHD processes
- Writes content and publishes, prints or uploads content for various websites and social media collateral for dissemination and marketing
- Works with program staff to write and/or edit content for SRHD website following SRHD work flow processes
- Assists staff/partners in maintaining current sites and with developing newly assigned sites
- Participates in training staff to effectively write content for web

Communication Materials Development

- Develops materials consistent with SRHD Vision, Mission, Values, Strategic Plan and Program goals
- Participates in the development of materials for SRHD initiatives and program campaigns:
 - Utilizes a comprehensive understanding of program needs and alignment with agency goals
 - Utilizes evidence-based studies and literature with information about the habits or lifestyle of audience/end-user(s) and makes determinations on how to best reach them
 - Guides program staff through industry-standard practices to develop effective look and feel of materials
 - Advises staff on effective visual communication tools and techniques to communicate messages
 - Develops and maintains design project list and timelines; adheres to or adjust timelines based on team decisions and/or direction from manager
 - Delivers several drafts of various campaign collateral (logo, website page(s), brochure, social media, etc.) for programs/partners and Communications team to review
 - Works within program or partner budget and time-constraints to ensure an effective, quality product or end-result
 - Works together with the Communications team to:
 - Develop a plan and strategy for dissemination of materials
 - Utilize established analytics in evaluating marketing campaigns and strategically adjust accordingly
 - Evaluate audience/end-user reception of materials during and after lifespan of campaign; adjusting strategy as necessary
 - In tandem with program staff and division leadership, develops, monitors and communicates timelines for all projects; keeps all parties apprised of progress or deviations from timelines

Initiatives and Campaign Design and Execution

- Applies applicable evidenced-based communications skills across situations and assignments including incorporation of public health communication methodologies.
- Utilizes appropriate communication theories to analyze communication problems and recommend effective responses with consideration of technology, science, risk and crisis environments
- Participates in the design of program campaigns and initiatives using a comprehensive, detailed knowledge base relayed from

**Spokane Regional Health District is a "Tobacco Free" workplace and applicants who use tobacco will not be considered for employment. Further, as part of the application/employment process, you will be required to sign the "Agreement of Non-Tobacco Use for Employment" form.*



Communication Specialist: Writer & Graphic Designer (Graphic Designer/Marketing Specialist)

1101 West College Avenue • Spokane, WA 99201-2095 (phone) 509.324.1506 • (fax) 509.324.3604 • (TTY) 509.324.1464

**Spokane Regional Health District is a "Tobacco Free" Workplace*

*An Equal Opportunity, ADA Compliant Employer
Veterans and persons of disability encouraged to apply*

programs/partners through various communication strategies work and feedback sessions

- Prioritizes work projects consistent with leadership direction
- Manages workflow of multiple, concurrent projects
- Maintains necessary records/files
- Tracks project costs as appropriate

Web Design & Social Media Development and Maintenance

- Designs effective social media graphics in accordance with social media design best practices
- Produces visual wireframe (outline/blueprint) of web page(s), which includes the elements of each page and how the elements/pages interact with other pages/elements within the site
- Collaborates with staff through a content strategy process for SRHD.org, the SRHD intranet, SRHD campaign sites and collaborative partner sites. This includes assessing the goal of the overall project and creating alignment with the audience/end-user's demographic and internet-use habits
- Develops, designs and maintains content and graphics for SRHD intranet and internet sites:
 - Monitors site content and provides feedback via scheduled work-flow processes
 - Updates sites regularly to keep fresh and appealing
 - Makes recommendations to SRHD leadership on design and content
 - Works jointly with Communications team to:
 - Advise and train selected staff on how to use content management system (CMS); conducts periodic quality review
 - Assure accuracy and timeliness of SRHD.org website
 - Collaborate with contracted website developers to ensure designs are translated properly into an attractively designed and functional website from the perspective of audience/end-user
 - Helps develop and maintain style guides for look and feel of all websites
 - Employs UX best practices; develops appealing, compelling and effective designs for a variety of page types, which include: program microsites, inspection/permitting/certificate processes, provider portals, collaborative partner websites/portals
 - Analyzes website for effectiveness and efficiencies, using Google Analytics report data, user feedback and UX best practices
 - Conducts audience/end-user feedback sessions to ensure project is on the right track

Internal and External Collateral Development

- Collaborates with Communications team to assure high quality and effective design of assigned publication/reports, infographics, illustrations, brochures, promotions and other communication collateral

Brand Standardization

- Maintains brand identity and Communications Style Guide through all forms of communication, including: social media, websites, intranet, business materials, printed materials, signage, etc.
- Preserves positive representation of the organizational image to employees, clients, partners, Board of Health, Washington State Department of Health and the general public.

General Duties

- Participates on employee committees, as approved by manager
- Adheres to agency requirements for staff related to Public Health Emergency Preparedness and Response
- Complies with HIPAA confidentiality requirements
- Participates in professional development
- Performs other duties as assigned

**Spokane Regional Health District is a "Tobacco Free" workplace and applicants who use tobacco will not be considered for employment. Further, as part of the application/employment process, you will be required to sign the "Agreement of Non-Tobacco Use for Employment" form.*



Communication Specialist: Writer & Graphic Designer (Graphic Designer/Marketing Specialist)

1101 West College Avenue • Spokane, WA 99201-2095 (phone) 509.324.1506 • (fax) 509.324.3604 • (TTY) 509.324.1464

**Spokane Regional Health District is a "Tobacco Free" Workplace*

*An Equal Opportunity, ADA Compliant Employer
Veterans and persons of disability encouraged to apply*

ENVIRONMENTAL FACTORS:

- Indoors, sedentary with 8 hours/day sitting or standing
- 5 hours/day keyboarding or typing at a computer terminal
- Communication skills to interact effectively with people
- Comprehend and process verbal communication
- Visual acuity to read small print
- Ability to discern colors
- Ability to operate a vehicle or otherwise access multiple sites in a timely manner

The work environment characteristics described above are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Spokane Regional Health District is a "Tobacco Free" workplace and applicants who use tobacco will not be considered for employment. Further, as part of the application/employment process, you will be required to sign the "Agreement of Non-Tobacco Use for Employment" form.*