



HARDIN COUNTY REGIONAL HEALTH CENTER

Lifespan Health Center Job Posting

POSITION: Community Relations & Marketing

REQUISITION: #1247

LOCATION: Lifespan Administration – Florence Road

Posting Date: 4/10/23

Expiration Date:

Department: Administration

Salary Range: Dependent on experience & education

Reports To: Chief Operating Officer

Status: Non-Exempt

Position Hours: 8:00am-5:00pm w/required lunch break

POSITION SUMMARY: In collaboration with patients, families (as defined by the patient) and staff across all disciplines and departments is responsible for partnering with executive management and community organizations to develop and execute community programs and services designed to enable the organization to successfully meet the goals of Hardin County Regional Health Center dba Lifespan Health (HCRHC) and the needs of the community. Maintaining positive relationships with patients and referral sources. Addressing customer requests and concerns.

CORE DUTIES/RESPONSIBILITIES:

1. Plan, develop and implement a community relations program to build quality relationships with partners in the community that we serve.
2. Work with community-based organizations, insurers, community coalitions and others to develop programs, events and new initiatives that promote community relations objectives.
3. Develop protocols and procedures by which clinic locations engage with local community groups.
4. Partner with management to develop and implement programs that promote health and access to healthcare.
5. In collaboration with management, acts as the Communications Specialist who manages internal and external communications.
6. Organize and oversee the organization for special events that involve the community and/or media.
7. At the request of the Senior Leadership Team, prepare and deliver speeches, media interviews and/or presentations to further the community relations objectives of HCRHC.
8. Attend community events and meetings.
9. Provide leadership in strategic planning including identifying opportunities for additional or improved services to address customer needs.
10. Monitors and reports cost effectiveness of marketing efforts.
11. Maintains comprehensive working knowledge of HCRHC Initiatives and Collaborations.
12. Conducts market assessments and develops a comprehensive marketing plan.
13. Works with website and marketing team to develop and approve social media and other items and to develop and/or maintain website and social media content.
14. Performs other duties as assigned.

SPECIFIC DUTIES/RESPONSIBILITIES

- Ensure all actions, job performance, personal conduct, and communications represent HCRHC in a highly professional manner at all times.
- Uphold and ensure compliance and attention to all company policies and procedures as well as the overall mission and values of the organization. Ensure timely response to inquiries from various internal and external parties for the purpose of providing information and/or direction.
- Develop and maintain favorable internal relationships and partnerships with co-workers.
- Develop and maintain favorable external relationships with vendors, contractors, referral agencies and related resources.

ESSENTIAL FUNCTIONS/ KEY COMPETENCIES

- Excellent verbal and written communication skills.
- Excellent skills in public speaking.
- Excellent documentation and technical writing skills.
- Ability to communicate in various settings, including but not limited to group presentations and small-scale meetings.
- Strong attention to detail and accuracy.
- Ability to work independently and within a team to accomplish goals.
- Demonstrated proficiency in the use of Microsoft Office products.
- Knowledge of social media platforms and website maintenance.

EDUCATION/EXPERIENCE:

1. Bachelor's Degree Preferred or Equivalent Experience.
2. Valid driver's license
3. Must Pass Background Check

TO APPLY:

Internal Applicants: Please complete a transfer form and send to Human Resources.

External Applicants: Please submit a current resume to any Lifespan location.

EQUAL OPPORTUNITY EMPLOYEE

It is the policy of HCRHC not to discriminate against any employee or applicant for employment because he or she is an individual with a disability or a protected veteran, (i.e., disabled veteran, Armed Forces service medal veteran, recently separated veteran, or other veteran who served during a war, or in a campaign or expedition for which a campaign badge has been authorized). It is also the policy of HCRHC to take affirmative action to employ and to advance in employment, all persons regardless of their status as individuals with disabilities or protected veterans, and to base all employment decisions only on valid job requirements. This policy shall apply to all employment actions, including but not limited to recruitment, hiring, upgrading, promotion, transfer, demotion, layoff, recall, termination, rates of pay or other forms of compensation and selection for training, including apprenticeship, at all levels of employment.