Communications Specialist

The Community Clinic Association of Los Angeles County (CCALAC) is a non-profit membership organization that provides a wide variety of essential services to LA’s community clinics and health centers (clinics). Founded in 1994, CCALAC’s mission is to, “promote community clinics and health centers as providers and advocates for expanding access to quality comprehensive health care for medically underserved people in Los Angeles County.”

CCALAC’s 65 member organizations serve over 1.4 million patients each year, regardless of ability to pay. These organizations include private, non-profit, 330-designated federally qualified health centers (FQHCs), FQHC Look-Alikes, free and community clinics.

JOB SUMMARY
Reporting to the Director of Government and External Affairs, the Communications Specialist is responsible for the organization's public affairs activities. This includes media relations, internal and external communications development, event promotion and implementation of CCALAC’s integrated marketing calendar. The Communication Specialist is responsible for developing and implementing media and social media strategies to advance the mission and vision of our community health center members and further the advocacy and public relations goals of CCALAC.

JOB DUTIES:

COMMUNICATIONS
1. Implement, maintain and evaluate the organization’s integrated marketing calendar.
2. Support the organization’s external image and branding by ensuring adherence of all CCALAC communication materials to the organization’s style guide. This includes maintenance of the style guide, new employee on-boarding and supporting CCALAC divisions and individuals with development and editing of internal and external communication materials.
3. Provide the organization with strategic communications support, which includes the development of materials, slides, flyers, and other collateral.
4. Provide input on the website layout, functionality and content. Assist with writing and updating website content.
5. Assist with the development of advocacy strategies and crisis communication plans.

MEDIA
1. Secure social media and traditional media exposure for CCALAC and our members by highlighting achievements, events, and critical issues impacting community health centers and their patients.
2. Work with the Director and CEO to develop and implement a comprehensive, diversified social media strategy to advance CCALAC’s brand and mission using a broad range of digital platforms.
3. Development of materials for traditional media (e.g. statements, press releases, letters to the editor, opinion articles, etc.).
4. Establish and maintain working relationships with media outlets.
5. Connect media to subject matter experts at member health centers for interviews, etc. as requested.
6. Coordinate and collaborate on media engagement with members and external partners.
7. Provide support to our members to develop and enhance their media relations as needed. This may include spokesperson training, social media training and/or story collection.

EVENTS
1. Develop and implement strategies for promotion and marketing of CCALAC events.
2. Lead the design, creation and editing of invitations, flyers, posters and other printed and electronic materials and collateral.
3. Utilize media and social media as appropriate to elevate and promote events.
4. Generate event follow-up communications and reports, including event and meeting summaries and evaluations, sponsor acknowledgements and other related correspondence.
5. Assist in the planning, promotion and coordination of member activities for the annual National Health Center Week.

OTHER PROJECTS
1. Assist the Director of Government and External Affairs and CCALAC leadership with other duties as assigned to advance the organization’s mission and vision.

MINIMUM JOB REQUIREMENTS
1. Bachelor’s degree in journalism, communication or public affairs related field. Advanced degree preferred.
2. Excellent written and oral communication skills. Experience presenting information in written, graphic and verbal formats.
3. Experience with social media, branding, marketing and communications strategy.
4. Experience creating materials including promotional flyers, infographics, digital imagery, presentations, memos, issue briefs, and reports.
5. Familiarity with software platforms for document and materials creation (e.g. Publisher, PowerPoint, Adobe, etc.)
6. Experience/familiarity with email marketing platforms.
7. Knowledge of how various media outlets work.
8. Knowledge or familiarity with health field and/or health policy issues preferred, but not required.
9. Ability to work as part of a team as well as independently with minimal supervision.
10. Ability to juggle multiple deadlines and respond rapidly to urgent media requests.
11. Develop and maintain effective working relationships with colleagues, organization leadership and external partners.

If you are interested in applying for this position, please submit cover letter and resume to humanresources@ccalac.org.