



Arroyo Vista Family Health Center

JOB DESCRIPTION

Position Title: Public Health Community / Social Media Coordinator

Summary:

Under the direct supervision of the Director of Community and Patient Relations, the Public Health Community / Social Media Coordinator is responsible for coordinating community outreach activities and supporting community engagement across several social media platforms promoting Arroyo Vista Family Health Center, and prepares monthly reports on outreach and social media activities.

DUTIES AND RESPONSIBILITIES

1. Responsible for liaison duties between businesses, organizations, and other entities within Arroyo Vista Family Health Center's target service area as assigned.
2. Responsible for development of promotional materials consisting of pamphlets, flyers, agency presentation packets and maintaining updated presentation packets.
3. Responsible for the coordination and development of all promotional and outreach activities e.g., health fairs, flu clinics, voter registration, Community Health Center Week and other promotional activities.
4. Responsible for promotional and outreach program evaluations e.g., patient satisfaction, and overall process and outcome measures.
5. Responsible for creating content and campaigns over several social media platforms including, but not limited to, Facebook, Yelp, Twitter, Google pages, and LinkedIn.
6. Responsible for day-to-day management of social media channels including, but not limited to, replying to questions and concerns, writing posts, etc.
7. Responsible for tracking and analyzing the performance of social media posts and make recommendations as necessary.
8. Responsible for coordinating staff in-services on community health education classes and other collaborating activities with external organizations.
9. Responsible for coordination of medical mobile clinic activities to include: scheduling mobile clinic events, maintaining and updating the mobile clinic calendar, coordinating with the key leadership team, for example the Chief Medical Officer, Director of Nursing, Director of Clinic Operations, Billing Supervisor, and Facilities Maintenance Supervisor or their designees to keep them informed of the calendar of events and to plan for scheduled events, prepares reports on event outcomes, assures mobile clinic events are scheduled a minimum of three months in advance.

10. Responsible for external community assessment surveys, internal patient perception surveys and securing letters of support from collaborating organizations.
11. Responsible for following all Agency safety and health standards, regulations, procedures, policies, and practices.
12. Performs other duties as assigned.

REQUIREMENTS

1. Bachelor's degree or equivalent experience required.
2. Bilingual (English/Spanish).
3. Strong interpersonal, verbal and written communication skills.
4. Knowledge of all major social media platforms such as Facebook, Yelp, LinkedIn, Twitter, and Instagram, and associated analytics tools.
5. Experience creating content for social media.
6. Familiar with the agency target service area communities.
7. Basic knowledge of community organizing, networking, and public relations.
8. Basic knowledge of outreach strategies, ability to plan and coordinate events and to collaborate with community organizations.
9. Ability to work well with others in a team oriented professional environment including with agency staff.
10. Computer literate including Microsoft Office programs such as Word and Excel.
11. A valid California driver's license, basic required California state insurance coverage and access to an automobile.