



Job Posting

Marketing and Communications Coordinator Super Shot Inc.

We are looking for an individual who is committed to improving local vaccination rates, community education, and furthering Super Shot's mission.

REPORTS TO: Executive Director

DATE: 03/15/24

FLSA: Non-exempt

Hours: Part-time, 20 hours/week

PAY RATE: \$25/hour

Primary Responsibilities:

To perform this job successfully, the individual must be able to perform each essential duty satisfactorily (the requirements listed below are representative of the knowledge, skill and/or ability needed). Reliable, consistent, and predictable performance of the following job duties is required:

1. General Marketing and Communications:
 - Develop and implement annual marketing plan and budget to meet agency's strategic plan to increase clinic attendance as well as serve marginalized and underserved populations.
 - Responsible for the coordinated appearance of Super Shot logo and branding in all print and electronic materials, including editorial direction, design, production, and distribution of all publications.
 - Generate regular patient and volunteer stories, including photography and video.
 - Ensure marketing initiatives break down language barriers and are culturally sensitive.
 - Work with board committees to provide marketing for events and fundraising initiatives.
 - Coordinate media interest in Super Shot and ensure regular contact with media through proactive media outreach as well as fielding media requests.
2. Social Media Management:
 - Manage social media presence including website, Facebook, LinkedIn, Instagram, Twitter, and YouTube.
 - Drive strategy to increase social media engagement and lead social media content creation, including written content, tweets, posts, photography, and videos.
3. Website Management:
 - Develop, manage and update written and visual content for supershot.org; perform regular audits of the site and monitor Google Analytics; maintain relationship with website host for support needs, archive old information, and add new features as needed.



- Work with Super Shot staff and Executive Director to maintain frequent updates to website pages related to Super Shot's clinics, programs, and events.
- Work with Super Shot staff to ensure patient satisfaction with appointment scheduling process.
- 4. External Digital and Print Content:
 - Develop and manage all written and visual content for the organization.
 - Manage print and email communications regarding Super Shot's programs and event invitations, campaigns, newsletters, etc.
 - Oversee and maintain an up-to-date database for key e-mailing/distribution lists as it relates to communications.
 - Create, update and coordinate printing for all Super Shot marketing materials including informational documents, folders, promotional materials, event signage, letterhead, envelopes, business cards, name tags and apparel.
- 5. Data and Analytics
 - Monitor, report and present on online engagement analytics (web, email, social media, earned media).
 - Leverage key engagement metrics across platforms to optimize content, messaging, and distributions.
- 6. Public Relations:
 - Develop and execute a strategic communications plan for Super Shot, including building program awareness and assisting in donor campaigns.
 - Coordinate community events to increase agency community awareness.
 - Lead earned media efforts to raise Super Shot's brand awareness across the region.
 - Maintain Super Shot's media list contacts.
- 7. Reminder Recall:
 - Coordinate clinical staff to ensure Reminder Recall initiatives via Super Shot's Electronic Medical Records system (Athena), the State immunization registry (CHIRP), pharmaceutical partners, and electronic platforms/apps are being executed.
- 8. Other Essential Functions:
 - Organize and maintain photo, video, and story archive; solicit and organize testimonials and success stories from all Super Shot's stakeholders.
 - Keep abreast of local and national news related to immunizations.
 - Participate in board committees, task forces, events, and other duties as assigned.

Organizational Level: Reports directly to the Executive Director.

Critical Required Skills:

1. Committed to improving local vaccination rates, community education, and Super Shot's mission.
2. Highly resourceful and detail-oriented with excellent organizational and problem-solving skills.
3. Ability to manage multiple tasks concurrently in a fast-paced environment.
4. Innovative mindset and goal driven.
5. Dependable and trustworthy.
6. Strong work ethic.
7. Demonstrated skills, knowledge and experience in the design and execution of marketing, communications, and public relations activities.



8. Proven results in implementing marketing and communications strategic plans.
9. Strong attention to detail and proofreading and research skills.
10. Demonstrated ability to work on multiple projects simultaneously while managing deadlines.
11. High level of creativity and strong sense of visual design.
12. Proven results in managing social media platforms and analytics technologies to engage a diverse audience.
13. Understand and analyze marketing reports, analytics and performance across various marketing channels/outlets.
14. Experience with website content management.
15. Proficiency in Adobe Creative Suite, Microsoft Office, and newsletter software
16. Demonstrated successful experience writing press releases and negotiating with media.
17. Experience overseeing the design and production of print materials and publications.
18. Ability to establish and maintain effective working relationships, build rapport with diverse personalities, be tactful, mature, flexible, and adaptable.
19. Business day availability, with occasional evening and weekend commitments.
20. High professional standards with the ability to see the big picture and manage practical details.
21. Ability to establish and maintain a highly organized workspace, including digital file storage and management.

Experience:

- Bachelor's degree in marketing, public relations, journalism, English or a related field preferred. Relevant experience can be substituted for a degree.
- At least 3-5 years of relevant professional experience.

Position Constraints: Position may require early morning and/or late evening hours. Significant time and effort spent on planning, follow-up and implementation required for successful performance. Light lifting of deliveries and stock.

Interested?

Email Connie.Heflin@supershot.org