

Communications Specialist

Primary Purpose

Supports the implementation and ongoing efforts for all communication initiatives and promotion of performance data. Assists with the production of internal and external communication tools and strategies to promote quality improvement awareness.

Responsible To	Employment Status/Class	Security Risk	Equipment Used	Maximum Lifting Capability
Communications Director	Exempt Professional – Level A	Low	Computer, copier, fax, and other office equipment	50 – 70 lbs

Requirements

Education	Bachelor of Science degree in health education/communications or similar field preferred.
Experience	A minimum of three years communications or marketing management experience, preferably in a hospital or health care agency setting. Experience in marketing, public relations, health care, public health, health education/promotion, senior citizen issues, and/or community relations strongly desired. Proficiency in a variety of office tools, including Microsoft Office, Microsoft Teams, PowerPoint, Excel required; experience with Adobe InDesign and Creative Suites preferred.
Responsibility	Demonstrates a high degree of accountability related to communication of initiatives to a variety of audiences and knowledge levels
Judgment	Able to establish and sustain relationships with internal and external customers. Maintains confidentiality in all communications; strictly adheres to corporate confidentiality policy.
Human Relations	Effective interpersonal skills to interact with individuals and groups in various settings. Exhibits diplomacy and tact in dealing with both providers, partners and stakeholders. Supports cross-department and interdisciplinary approaches to work.
Performance	Self-directed, but functions well in team setting. Excellent communication and public speaking skills. Strong prioritization and organizational skills.

Duties

1. Assists project teams in developing and implementing communication strategies for healthcare quality improvement program interventions designed to achieve impact.
2. Assists in the composition or editing of summary and departmental reports, white papers, press releases, newspaper articles, newsletters, social media messaging, brochures, information kits and annual reports to communicate findings of projects and activities to beneficiaries, providers, practitioners and CMS.
3. Assists with communication activities on beneficiary Medicare rights.
4. Assists QI Advisors in providing education related to state-specific and national healthcare issues and communicating quality improvement initiatives to targeted audiences. Creates designs, develops and/or modifies presentation materials for communication strategies.
5. Assists in accurate cataloging of repository of materials, whether developed/modified internally or received from outside sources (CMS, other QIOs, AHRQ, state agencies/societies, etc.)
6. Responds timely to requests for additional print material produced as needed to supplement fieldwork.

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7. Assists in monitoring and content/structure of the website. Works closely with Communications Director, QI Advisors and Information Technology Director.
8. Works closely with Communications Director in grass roots networking with community agencies and coalitions, corporate communications, media relations, consumer outreach and health education as it relates to promotion of performance data strategies.
9. Assists with event planning and securing appropriate display booth/trade show engagements, preparation/availability of materials and coordinating with QI Advisors for staffing.
10. Creates/modifies presentations for audio news releases/social media campaigns, radio broadcast faxes/radio media tours/video/audio-conferences/web casts.
11. Attends and participates in organizational continuous quality improvement activities.
12. Performs administrative office functions and other duties as assigned.

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This position description does not in any way construe, imply or constitute a contract for employment and it should be understood that employment is based strictly upon an "at will" relationship that may be terminated by either party at any time, with proper notice, as provided in the Great Plains QIN Personnel Manual.

Employee Signature _____ Date _____