



Community Relations Specialist

MISSION STATEMENT: Waimānalo Health Center (WHC) is committed to providing the highest level of primary and preventive health services, with special attention to the needs of Native Hawaiians and the medically underserved, and improving the health and wellness of individuals and their `ohana regardless of their ability to pay.

POSITION SUMMARY: The Community Relations Specialist is responsible for the development and execution of the community relations plan that is in alignment with WHC's fundraising endeavors and supports WHC in achieving its strategic goals and upholding its Patient-Centered Health Care Home approach. The Community Relations Specialist represents WHC in the community and is responsible for identifying and managing public relations opportunities.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- ❖ Develop and maintain a full marketing and development calendar including editorial, campaign, direct mail and grants; Coordinate advertising schedules and consistently review current methods and identify new methods
- ❖ Manage and maintain the WHC website and content; Keep abreast and identify media strategies to reach target audiences; and effectively navigate and utilize social media outlets as directed.
- ❖ Create printed materials to support WHC's mission including impact reports, direct mail, brochures, flyers, print advertisements and other materials to promote WHC's image in the community; Spotlight patient, staff and student stories for promotional purposes and within guidelines of patient privacy
- ❖ Establish and build relationships with the media; Plan, research and prepare materials for press and public distribution; Provide clear and consistent messaging across the organization.
- ❖ Assist in the recognition and stewardship of donations to the organization including holding sensitive information, including donor information, in strict confidence; Maintain WHC's donor management system by performing accurate data entry while holding sensitive information, including donor information, in strict confidence
- ❖ Coordinate events and activities that promote WHC's visibility in the community and support program initiatives; Identify and manage relationships with other community organizations by speaking on behalf of the organization.

QUALIFICATIONS:

- ❖ Bachelor's degree in marketing, journalism, communications, business administration or related field.
- ❖ Experience in a non-profit setting, preferably in healthcare.
- ❖ Experience with writing and editing one or more of the following: editorial content; annual impact reports and newsletter; fundraising campaign materials; or equivalent.
- ❖ Experience with databases, Microsoft Office desktop publishing software including Publisher and Adobe Creative Suite.