

## POSITION DESCRIPTION

### Arrowhead Regional Development Commission

<b>Job Title:</b>	<b>Communications and Marketing Specialist</b>
<b>Division:</b>	Arrowhead Area Agency on Aging (AAAA)
<b>Reports To:</b>	Principal Planner
<b>Classification:</b>	Senior Planner
<b>FLSA Status:</b>	Non-exempt

**Job Summary:** The Arrowhead Area Agency on Aging (AAAA) seeks a dynamic, self-starter to lead marketing and communications efforts to address COVID-19 response and recovery efforts in 3 focus areas: 1) mitigating effects of prolonged social isolation, 2) managing chronic health conditions by increasing access to evidence-based health promotion programs, and 3) working with community stakeholders to develop and promote health communication strategies and community engagement related to COVID-19 vaccinations or other health-related topics.

This position will focus efforts in the BIPOC, disability, and LGBTQ+ communities or populations defined geographically as having high vulnerabilities for poor health outcomes. The Communications and Marketing Specialist will work with the Aging Services Development team to develop and implement a marketing and communications plan in alignment with existing programs and messaging.

#### **Primary Duties and Responsibilities:**

- Identify communities with highest occurrences of hypertension, diabetes, heart disease, depression, anxiety, social isolation, or other chronic conditions.
- Identify organizations or individuals with leadership ability in targeted communities to lead or champion health promotion classes or wellness programs.
- Provide or identify training opportunities for said community leaders/organizations.
- Assist with the scheduling and promotion of classes and events.
- Assist with technology and technology training for remote events if in-person is not an option.
- Convening public meetings (virtually or in-person) around service gaps and targeting funding toward those gaps.
- Working with community and healthcare partners to advance messages around chronic disease management and falls prevention.
- Messaging and training around preventative care, caregiver supports, chronic conditions, and access to services.
- Gathering stakeholder input around a messaging campaign to address social isolation and promoting public health messaging around reducing stigma of depression, anxiety, and other mental health conditions.
- Coordinate with other St. Louis County COVID-19 Response and Recovery grant recipients and vested stakeholders to ensure communication and messaging strategies are aligned and supportive of each other.

- Work with stakeholders to create content for a unified messaging campaign and promote public health messaging around reducing stigma of depression, anxiety, and other mental health conditions.
- Work with stakeholders to create content for a unified messaging campaign and promotions that will resonate with unvaccinated, high-risk populations.
- Support stakeholders in implementing a messaging campaign and provide technical assistance as needed to personalize marketing to fit target event/population.
- Partner with University of Minnesota College of Pharmacy to host community events and create messaging around pharmacological and non-pharmacological interventions for mental health conditions.
- Outreach and information on vaccines and addressing hesitancy will be a component of every activity listed above. Utilize standard messaging materials put forth by MDH and/or St. Louis County to address these needs.
- Complete required reporting and present on work as requested.
- Participate in ARDC and AAAA team meetings as required and requested.

**Position Requirements:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability and physical demands required and environmental characteristics encountered. Reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions. This position is contingent upon a successful background check.

**Education/Experience:** A Bachelor's degree in marketing, communications, English, public relations, public health, business, or related field with a minimum of two years related experience.

**Other Qualifications:**

- Exceptional communication abilities, including writing, speaking and active listening.
- Experience in marketing, communications, social media. SEO experience a plus.
- Ability to network and demonstrate relationship building with diverse groups of people and organizations.
- Knowledge of best writing and messaging practices for business correspondence, public relations, advertising, marketing and sales copy and social media.
- Ability to effectively engage with team members of all levels and across departments.
- Great project management skills, including time management, goal setting, multitasking and prioritization.
- Good data analysis, problem-solving and critical thinking skills.
- Knowledge of public health or healthcare systems, health equity or population health.
- The ideal candidate would have strong ties to the communities we plan to target in St. Louis County, including BIPOC, disability, and LGBTQ+ communities or

populations defined geographically as having high vulnerabilities for poor health outcomes in rural areas.

- Valid driver's license required.

**Competencies:** Knowledge of basic planning process; proficient personal computer skills including electronic mail, word processing, routine database activity, spreadsheet, graphics, etc.; solid oral and written communication skills; self-motivated to work independently as well as collaboratively in a team environment; ability to establish priorities, identify and solve problems, and handle multiple task simultaneously; well-organized, adaptable and flexible to changing work tasks; ability to work under pressure and maintain effective interpersonal relationships by being respectful, cooperative, professional and displaying a positive attitude. Must be able to maintain data privacy and consumer confidentiality. Must pass a criminal background check.

**Language Skills:** Ability to read and interpret documents. Ability to write routine reports and correspondence. Ability to speak effectively to the public.

**Mathematical Skills:** Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

**Reasoning Ability:** Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

**Physical Demands:** The employee is regularly required to talk and hear. The employee is frequently required to stand, walk, sit, use hands to finger, handle or feel, and reach with hands and arms. Specific vision abilities required include close vision, distance, color vision, peripheral vision, depth perception, and ability to adjust focus.

**Travel:** This position is located in Duluth, MN. Valid driver's license required. Position involves moderate travel within the region and occasional attendance at evening meetings, subject to current State and Federal mandates. The position also requires the candidate to be able to work remotely (when necessary) with sufficient internet connection.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties and skills required.

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Signature

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Date