



## Job Title: **Communications Associate**

<b>This position reports to:</b>	Director of Public Relations and Communications
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<b>Location:</b>	Remote
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### Job Summary

The Communications Associate plays a key role in sharing the story of MHP Salud and connecting with target audiences through multiple mediums to help advance business goals. The associate collaborates with staff across the organization to develop and share content to advance the brand and goals of MHP Salud through communications initiatives and tactics, including but not limited to print, digital, social and audiovisual communications. As a member of the communications department, the associate brings forth creative ideas and approaches to support programs in achieving goals through public relations, communications and marketing initiatives. All work is driven by MHP Salud's Strategic Plan, policies, mission, vision, goals, and other key planning documents.

### Key Duties & Responsibilities

- Carry out daily tasks of the communications department, including content creation, web updates, e-comm development, graphic design, video and photo editing, and implementation of communications and social media plans.
- Assist with the development and implementation of communications plans, including proactive outreach and community engagement, print collateral, digital communications, paid advertising and marketing, internal tactics and efforts, and other initiatives.
- Partner with program managers and directors to recommend and implement communications and marketing approaches to best support and meet programmatic goals.
- Provide communications, marketing and promotional support for MHP Salud events.
- Develop branded templates for the organization, including flyers, PowerPoint decks, social media templates, rack cards, Zoom and Teams backgrounds, and other templates as needed.
- Proactively partner with staff throughout the organization to collect, create and share testimonials highlighting the impact of MHP Salud; testimonials may include participants, staff, partners, board members, supporters and/or trainee recipients, among others.
- Support content and multimedia development to advance social media goals, working in coordination with staff, partners, and clients to identify and develop stories and other content to position the organization appropriately among target audiences.
- Write, edit and review content for brochures, flyers, fact sheets, video and audio scripts, white papers, presentations, impact reports, nominations and other communications activities.



- Work with vendors to obtain quotes for media buys and other advertising opportunities, and follow MHP Salud processes and policies to facilitate purchasing.
- Proactively identify and submit award nominations for the organization and its employees.
- Maintain photo and resource libraries for the organization.
- Manage the social media presence for the Navigator program.
- Actively update the MHP Salud website.
- Manage MHP Salud's e-communication efforts, including the development of multiple content calendars, content and image development, creation of e-communication pieces, list cultivation and management, and other related tasks.
- Analyze assigned metrics for areas of responsibility and track impact of activities.
- Identify appropriate vendors for marketing and communications needs.
- Monitor and maintain brand standards by ensuring the coherence of messaging, look, and presence of the organization.
- Identify areas of improvement and make appropriate recommendations for the department to best serve the needs of the organization.
- Complete other duties as assigned.

## Competencies

Competencies describe the skills, knowledge, and attributes necessary to perform the job, and all staff across the organization should demonstrate these competencies.

- **Attention to Detail** – Accomplishes tasks by considering all areas involved, no matter how small; shows concern for all aspects of the job; accurately checks processes and tasks; is watchful over a period of time.
- **Communication Skills** – Proactively communicates; informs others of what they need to know. Utilizes oral and written communication to enhance relationships across the organization. Capably articulates thoughts and ideas in speaking and listens carefully to others.
- **Delivers Results** – Establishes high goals for organization success and personal accomplishment; meets or exceeds those goals; conveys a sense of urgency and drives issues to closure.
- **Planning and Organizing**- Establishes courses of action for self and others to ensure that work is completed efficiently.
- **Teamwork and Collaboration**- Actively participates as a team member to move the team toward completing goals. Maintains strong, personal connections with team members and key stakeholders. Aligns personal work and performance with the broader team to achieve mutual outcomes.
- **Time Management** – Effectively manages one's time and resources to ensure that work is completed efficiently.



- **Problem Analysis and Problem Solving** – Uses sound or logical judgment to spot and analyze problems, develop alternative solutions, and initiate corrective action.

## Company Values

- **COLLABORATION** – We foster open and honest communication with our team and partners to advance the mission and strengthen our relationships.
- **RESPECT** —Our organization is strengthened by our shared commitment to each other, the communities we serve, and our thoughtful consideration of differing experiences and perspectives.
- **GROWTH** – We embrace our people’s unique talents and strengths, creating opportunities for them to explore their passions to be their best and grow authentically.

## Minimum Qualifications

- Associate’s degree in communications, marketing, public relations or related field, or related experience.
- At least 2 years of experience in marketing, communications, and/or public relations.
- Must pass a background screen, including local, state, and federal law check, employment reference check, DMV check, and criminal records check.

## Preferred Qualifications

- Bachelor’s degree in communications, marketing, public relations or related field.
- Reads, writes, and speaks in Spanish and English
- Bicultural experience

## Skills/Knowledge/Abilities

- Excellent written and verbal communication skills; experience writing for multiple mediums, platforms, audiences and purposes.
- Experience developing content that aligns with organizational tone, look and message.
- Experience conveying impact through storytelling.
- Experience with Canva, Adobe Photoshop, InDesign, Illustrator or equivalent program.
- Experience using email service providers for email marketing and communications, including campaign management, appropriate content development and performance tracking.
- Experience with Microsoft Office (Word, Excel, PowerPoint), and comfortable learning new software required for the position.
- Experience with content management systems (with a preference for Wordpress) and active management of web content.
- Experience with or ability to learn SEO, including organic and paid (through Google Ads).
- Reliable transportation, valid driver’s license and insurance on vehicle used for work purposes (employee must be listed on insurance).
- High level of expertise with English grammar.



- Ability to manage multiple tasks, prioritize effectively, and maintain attention to detail and accuracy.

<b>Job Class:</b>	Specialized Tech
<b>Position Status:</b>	Exempt

## Physical Demands

While performing the duties of the Communications Associate role, the employee is regularly required to speak and listen. The employee is frequently required to sit, walk, and stand; occasional climbing, stooping, kneeling, crouching, and balancing are required. Must be able to lift and move up to 50 pounds occasionally and 10 pounds frequently. Frequent use of eye, hand, and finger coordination enables the use of office machinery. Oral and auditory capacity enables interpersonal communication and communication through automated devices such as phones and computers.

The physical demands of this job are representative of those that an employee must meet to perform the essential functions of this job successfully. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Duties and responsibilities may be added, removed, or changed at any time at the company's discretion, formally or informally, either verbally or in writing.



## Acknowledgment

I have read and understand this job description and certify that I am qualified to perform this job, with or without reasonable accommodation.

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Name (Print)

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Employee Signature and Date

Click or tap here to enter text.

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Supervisor's Name (Print)

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Supervisor's Signature and Date