

COMPASSION COMMUNITY CLINIC

A FREE CLINIC, PROVIDES FAITH-BASED DENTAL CARE TO THE UNDERSERVED ADULTS IN NORTHERN NEVADA, THROUGH CHRIST JESUS, THE GREAT HEALER

COMMUNICATION SPECIALIST (CS)

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Supersedes Date:
Original Date: July 2016

Policy Section: JOB
DESCRIPTIONS

SUMMARY OF THE POSITION:

The Communication Specialist (CS) will assist and support the Executive Director (ED) in functions pertaining to social media for marketing purposes.

REPORTS TO:

Executive Director (ED)

DUTIES AND RESPONSIBILITIES:

Communication of CC Clinic dental clinic sessions, fundraising events, volunteer appreciation events, and others as appropriate via social media.

The CS will create 30 second to 2 minute videos of grateful patients, enthusiastic volunteers, or "action" during a patient session as well as take photos. These videos and pictures will be used for marketing via social media, fundraising, grants and events.

The CS will also create patient and staff interview videos for marketing as well as written patient interviews.

May be asked to photograph or film CC Clinic events and film interviews of CC Clinic stakeholders.

Publish photos, videos, and/or copy via Facebook and Twitter at least 2x a week.

Create and publish iContact (email marketing) messages as requested by ED.

Assist Website designer as requested.

Organize and store pictures, videos and interviews for ready access to ED, Board of Directors, Website Designer and Fundraising Team.

QUALIFICATIONS:

Demonstrates effective communication and interpersonal skills in person, text, email, and over the telephone.

Is able to create a comfortable setting for participants during videos.

Has a laptop or computer and video equipment or smart phone.

Must be proficient in computer programs as well as social media platforms, including, but not limited to, Facebook, Twitter, and Email.

The above statements are intended to describe the general nature and level of work performed by the person assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties or skill required. In order to continue to manage an effective ministry, leadership may need to add or change the duties of this position at any time.

Note: Under NO circumstances will the Communication Specialist offer medical/dental advice to patients. All medical/dental inquires will be directed to one of the Dental Healthcare Personnel (DHCP).

This position requires a commitment of 1 year, 5-8 hours per month.

Signature

Date