



North Central Florida Health Planning Council, Inc. (dba WellFlorida Council)

Job Description

Job Title:	Graphic Design and Communications Specialist
Department:	Fiscal and Administrative Services
Employment Type:	Full-time, Exempt
Location:	Gainesville, Florida (but serves 16-county area); Hybrid virtual/on-site an option
Salary:	\$60,000 annually plus benefits
Posting Closes:	Until Filled
Apply at:	https://tinyurl.com/WF1054 - Applicants must submit three (3) writing samples in PDF format and share design portfolio.

JOB SUMMARY

WellFlorida Council is a nonprofit organization created in 1969. It is the local health council for North Central Florida and manages local, state and federally funded programs that support its mission and the causes WellFlorida believes in—maternal, infant and child health, HIV prevention and care, and improving access to healthcare, especially in rural communities.

We are seeking an experienced and talented graphic designer and communications specialist to create visually compelling designs for both digital and print media, and compose clear, concise and engaging content for projects ranging from news releases and educational bulletins to advertisements and marketing materials. This is a highly professional position that collaborates with the Chief Executive Officer and Chief Operations Officer for WellFlorida Council and its many programs (12+).

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

The list of essential functions, as outlined herein, is intended to be representative of the tasks performed within this position without accommodation. The omission of an essential function does not preclude the management team from assigning duties not listed herein if such functions are a logical assignment to the position.

- Create a variety of marketing materials and publications including brochures, health-related bulletins, data reports, PowerPoint presentations, displays for events, advertisements, billboards, etc.
- Create branding for new programs and projects, and maintain existing branding through all assets (stationary, business cards, brochures, signage, etc.).
- Ensure brand consistency across all communications channels for WellFlorida and its programs.
- Maintain brand identity, messaging, and visual standards.
- Coordinate and manage contracted creative work which includes requests for proposals, contracts, scheduling projects, reviewing proofs, and ensuring consistency in branding and quality of the final products.

- Develop marketing plans and assist with marketing budgets as needed.
- Production supervision of projects, which includes obtaining quotes from vendors, reviewing proofs, making purchases on behalf of the organization, communicating shipping instructions, and ensuring the quality of final products.
- Assist programs with designing for and purchasing public awareness items (giveaways, including t-shirts, water bottles, health-related items, bags, etc.)
- Copywriting for radio ads and public awareness messages, brochures, websites and other marketing materials.
- Write, edit and proofread press releases, media advisories, magazine articles and newsletters, and pitch stories to the media.
- Create, distribute and promote E-Newsletters using Constant Contact. Research and maintain a contact E-list of like-minded organizations and target audiences.
- Update websites using WordPress and serve as the liaison for program managers and website hosting/maintenance providers.
- Create content and advertisements for social media.
- Track and analyze newsletter, social media and website performance.
- Media buying – purchase ad space to promote a brand or services to target audiences.
- Research and maintain contacts for advertising venues and a media list for a 16-county area (and other regions for special projects).
- Maintain a Graphic Design and Communications Guide for WellFlorida and its programs, which includes website manuals for each of the organization’s websites, SEO information, social media copyright guidelines and marketing contacts.
- Be a resource for WellFlorida and its programs by providing professional recommendations, access to various materials as needed, and meeting regularly to review marketing needs and goals.
- Perform other duties as assigned by the CEO/COO.

KEY ATTRIBUTES AND CORE COMPETENCIES (i.e., Knowledge, Skills, and Abilities for an Employee to Be Successful)

- Must possess a strong portfolio demonstrating creativity and versatility in design.
- Proficiency in Adobe Create Suite (In-Design and Illustrator, Photoshop).
- Ability to write clear, concise, and engaging content with accurate grammar using AP style.
- Experience in project management/supervision for contracted creative work.
- Ability to conduct thorough research and ensure accuracy of information by verifying facts and checking resources.
- Clear understanding and adherence to journalistic ethics and legal considerations.
- Must be highly organized, self-motivated, compassionate and detail oriented.
- Must have the ability to both work independently and as part of a team.
- Must have computer literacy to complete daily tasks, entering employee data, updating and maintaining employee records
- Demonstrate a high level of verbal/written communication, interpersonal, self-management, and creative thinking skills.
- Sound judgment in meeting the responsibilities and performing the duties of the position.
- Must clearly convey information and ideas to individuals and groups that convey a clear understanding
- Ability to identify and create new and better ways for the organization to be successful.

- Ability to achieve results and success even under tough circumstances.
- Ability to recognize the value that different perspectives and culture bring to an organization.
- Ability to identify new and unique ways to solve problems.
- Expected to coach, mentor, and train staff.
- Flexibility in the ability to work both from a fixed office location and to telework from a remote location as necessary or warranted.

QUALIFICATIONS

Education

- Four-year degree from an accredited college or university in journalism, marketing communications, public relations, or related field. Professional experience may be substituted for a bachelor's degree.

Experience

- Minimum of 5 years' experience in creating educational and marketing materials, news writing, managing WordPress websites, graphic design skills, and familiarity with Canva and Adobe Creative Suite required/ preferred.
- High level of knowledge and experience with Microsoft and computer-based systems required/ preferred. Apple is an option as well.

Driving Requirements

- Possess a valid Florida Driver's License (required).
- A safe driving record is required (Driver's License background check will be conducted prior to offer of employment and will be conducted annually for organizational insurance purposes).

Other Requirements

- An FDLE background check may be required prior to offer of employment and may be conducted annually or as required at such times that are warranted and/or that external funders require such a check.
- Level II Background Check may be required prior to offer of employment and may be conducted annually or as required at such times that are warranted and/or that external funders require such a check.
- HIPAA and confidentiality training will be conducted upon hiring.

WORKING CONDITIONS AND PHYSICAL DEMANDS

- Must be able to maintain stationary position for at least 50% of the time.
- Must be able to maintain a virtual work environment, if required.
- Must be able to occasionally move about inside the office to access file cabinets, copy machines, printers and front door.
- Must be able to consistently operate a computer and other office productivity machinery such as calculator, copy machine and printers.
- Must have the ability to communicate information and ideas so others will understand.
- Must have the ability to exchange accurate information with management and other employees.
- Must have the ability to observe details including inspecting, assessing and determining details/information.

- Must have the ability to focus and read forms and instructions for long periods of time.
- Must have the ability to bend, stretch and reach for items as needed.
- Must have the ability to walk short distances.
- Lifting up to 50 pounds.

WellFlorida Council is an equal opportunity employer. We offer a welcoming and inclusive environment in service to one another, the diverse clients we represent and the communities we serve.