

**Louisiana Primary Care Association**

**Position Announcement**

**POSITION TITLE:**

Marketing & Communications Coordinator

**OVERVIEW:**

The Louisiana Primary Care Association (LPCA) is conducting a job search for a Marketing & Communications Coordinator who will be responsible for supporting and coordinating marketing and communications activities under the supervision of a director or program manager.

Established in 1982 as a non-profit organization, the Louisiana Primary Care Association, Inc. promotes accessible, affordable, quality primary healthcare services for the uninsured and medically underserved populations in Louisiana. It is a membership organization of Federally Qualified Health Centers (FQHCs) and supporters committed to the goal of achieving health care access for all. LPCA represents 39 federally funded Community Health Center organizations across Louisiana. These organizations operate over 300 individual sites, and serve over 465,000 patients a year. LPCA serves as the leading statewide advocacy organization in support of community-based health centers and works to stress the importance of healthcare access as the foundation to building healthier communities.

LPCA is an equal opportunity employer, meaning that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, handicap, national origin, sexual orientation, disabled veteran status, or Veteran of the Vietnam Era.

**JOB SUMMARY:**

The Marketing & Communications Coordinator is responsible for supporting and coordinating marketing and communications activities under the supervision of a director or program manager. This position includes, but is not limited to, writing basic content for public distribution, developing collateral materials to support the mission and vision of LPCA and its members, creating engaging content for digital media, and working with LPCA team members and vendors to achieve the organization’s marketing goals.

**PREFERRED QUALIFICATIONS/SKILLS:**

* A Bachelor's degree in communications or marketing is preferred, or one year of experience from which comparable knowledge and skills were acquired, such as with a trade association or marketing/public relations agency.
* Strong writing skills and the ability to write items intended for public distribution, including articles, newsletters, press releases, and letters to the editor.
* Ability to translate complicated concepts, policies, and data into easy-to-read content and messaging.
* Familiarity and experience with Adobe Creative Suite products, including InDesign, Photoshop, and video shooting/editing programs.
* Experience in Microsoft Office and Google Suite applications
* Proficiency in management and reporting of social media channels including Facebook, Twitter, LinkedIn, and YouTube.
* Familiarity with email marketing programs, especially MailChimp.
* Familiarity with website content and project management systems.
* Strong knowledge and interest in developing content for social media, and the ability to exercise sound judgement and appropriate discretion when posting on social media platforms.
* Strong project and time management skills with a proven ability to plan, organize, and prioritize work to balance multiple projects and deadlines.
* Ability to work well with teammates and LPCA’s marketing vendor.
* Passion for Community Health Centers, medically underserved populations, and an ability to demonstrate cultural competence and an interest in learning about community-based primary health care systems.

**DUTIES & RESPONSIBILITIES:**

* Assist supervisor and work with marketing vendor in developing LPCA’s brand strategy. Conceptualize, build and execute effective marketing plans to drive awareness and educate the public about the mission of LPCA and its members.
* Assist in the graphic design, development, and copywriting of creative marketing materials, flyers, handouts, digital promotions, etc.
* Lead the development of engaging social media content across various platforms, including Facebook, Twitter, and LinkedIn – with particular emphasis on video production and editing.
* Assist in the development and dissemination of LPCA’s weekly e-newsletter and The Health Center Voice blog.
* Maintain and update LPCA’s website as required.
* Ensure and emphasize the consistent display of LPCA’s logo and identity across all channels.
* Track and maintain relevant analytics of website, social media platforms, email marketing programs; make recommendations for improvement and ensure audience growth.
* Participate in community outreach and member engagement by representing LPCA at events such as health center ground breakings, ribbon cuttings, and other events.
* Assist in developing marketing content and collateral materials for LPCA’s Annual Conference and other training events held throughout the year.
* Assist supervisor with legislative outreach and advocacy efforts as requested.
* Provide communications support and training for health center members, including the development of health center marketing/communications peer to peer workgroup.
* Collaborate with supervisor on improving internal communications and employee engagement, driving brand awareness and consistency.
* Represent LPCA, as appropriate, at various meetings with members and partners.
* Exhibit excellent customer service when communicating with health center members, vendors, partners, and the general public.
* Other duties and projects, as assigned.

**TO APPLY:**

Please submit resume and letter of interest to lpca@lpca.net by Friday, August 5, 2021.