

PHIWM Communications Coordinator

Primary Objective

The Public Health Institute of Western Massachusetts (PHIWM)'s Communications Coordinator (listed on the Baystate Health website as "Community Project Coordinator- Communications" coordinates and implements communications for the organization and its initiatives.

What you will be responsible for:

- Collaborate with PHIWM teams to translate complex public health issues into accessible and engaging content to support organizational goals.
- Generate, publish, and share accessible content – original text, images, graphics, carousels, videos – for priority audiences across various platforms to build brand awareness and drive engagement.
- Support newsletters by drafting content, building in Constant Contact, sending, monitoring metrics, and managing the contact list.
- Support social media presence on Facebook, LinkedIn, Instagram, YouTube and other sites as determined by the organization. Monitor day-to-day conversations and activity across all social media platforms. Monitor social media trends and best practices, identifying opportunities for innovation.
- Track, analyze, and report out communications metrics, including website, social media, newsletter, and events, to track progress towards goals to amplify messaging and broaden PHIWM's audiences.
- Assist in managing and updating the organizational websites using Breeze and WordPress, ensuring content is current and optimized for user experience.
- Support planning and implementation of events and webinars, such as setting up registration, outreach and promotion, and other event logistics.
- Work with Senior Manager of Communications & Research to train PHIWM staff in how to effectively use social media and other communications strategies.
- Participate in PHIWM team meetings and provide support for other projects as needed.

The Project Coordinator will have strong interpersonal, communications, and coordination skills and will be comfortable with facilitation and presentation. Project Coordinator will work with Senior Manager of Communications and Research on implementation of PHIWM communications strategy, and support other staff in communications efforts for PHIWM initiatives.



This position is hybrid remote, and the salary is \$60,000.

What you need:

- Commitment to health equity and racial justice.
- Experience in communications, including managing social media platforms and developing content for multiple platforms.
- Experience in designing communications materials such as flyers, images and videos for social media post.
- Experience in email marketing (such as Constant Contact), and website management (such as Wordpress or Breeze).
- Comfort analyzing communications metrics or a willingness and ability to learn.
- Organizational skills and attention to detail.
- Creativity, adaptability, and an ability to self-learn.
- Ability to manage and self-direct many different projects at once, from assignment to completion.
- Enthusiasm for working with a variety of departments and key stakeholders at various levels in their understanding of communications.
- Bachelor's Degree in Communications, Public Health, Public Administration, or a related area, or years of experience in these types of sectors.
- Prefer bilingual Spanish.

Thinking about the job, but not sure you should apply?

We still want to hear from you. Please call 413-794-7739. We recognize that not everyone enters the world of work with the same advantage, opportunity, and privilege. That is why your skills and experiences are important to us. Take the leap and apply, you just might be the person we are looking for! We will provide training as needed for new staff.

About the Public Health Institute of Western Massachusetts

The Public Health Institute of Western Massachusetts supports communities in their efforts to become measurably healthier and more equitable through community engagement, convening collaborative partnerships, communications, data analysis, research and evaluation, and policy advocacy. Our vision is that all people within our region have access to what they need to lead healthy lives. We are committed to advancing racial justice and health equity.

We are committed to hiring and supporting a diverse workforce that fully represents the communities we work in. We provide a flexible work environment. This position is hybrid, and we anticipate approximately 2 days a week in the office. This position may require some evening and weekend hours for community events.

PHIWM is a 501 (c) (3) nonprofit with a 17 member Board of Directors and relies on state, federal and private grants and contracts. PHIWM contracts with Baystate Health for Human



Resources, Payroll and IT services so that as a small nonprofit we can provide more expansive healthcare and other benefits.

TO APPLY: Candidates for PHIWM's Community Project Coordinator should apply through Baystate Health's job portal: <https://baystatehealthjobs.com/career-openings/phiwm-communications-coordinator-r39360/>

If you have questions, please call 413-794-7739.