



Example of Health Communications Specialist Job Description

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Our company is searching for experienced candidates for the position of health communications specialist. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for health communications specialist

- Creates and maintains content for the university website, including news, events, featured stories and profiles
- Oversees print, electronic and social media messages, implementing the appropriate mix of integrated communications including but not limited to publications, web updates, mass email and other communications, public relations and advertising tailored to various audiences
- Develops and manages digital campaigns, including Google ads and social media-promoted posts or social marketing
- Analyzes results from advertising efforts, makes recommendations and creates reports for college and university leadership
- Researches and keeps current on evolving social media and marketing trends to ensure effective communications
- Collaborates with graphic design and visual resources staff on marketing and communications projects such as event branding, ads, brochures, postcards, fliers and email/video marketing
- Advances the university
- Administers special projects and supports university marketing and communication goals as assigned
- Provides event support as needed

Qualifications for health communications specialist

- Ability to be a self-starter and work both independent and in group setting
- Demonstrated experience prioritizing and balancing multiple job duties in a fast-paced environment
- Demonstrated ability to utilize creative problem-solving techniques, analyze, brainstorm, and develop strategies
- Masters' Degree in health promotion, health education, community health, health communications, or related field