

UPPER GREAT LAKES FAMILY HEALTH CENTER

JOB DESCRIPTION

Job Title:	Marketing and Outreach Specialist	FLSA Status:	Non-exempt
Effective Date:		Supervised By:	Communications and Marketing Manager
Revised Date:		Approved By:	HR

BASIC FUNCTION

The Marketing and Outreach Specialist supports the mission and brand of Upper Great Lakes Family Health Center (UGL) by creating, promoting, and managing marketing and outreach initiatives. This role engages patients, community members, partners, media, and employees through digital, traditional, and community-based marketing strategies.

PRIMARY RESPONSIBILITIES AND DUTIES

Marketing & Outreach

1. Develops and executes outreach strategies to increase awareness of UGL's mission, services, and brand.
2. Creates and distributes outreach materials to patients, community members, partner organizations, and local businesses.
3. Recruits, coordinates, and supports volunteers for community events.
4. Plans and delivers presentations at community events and organizational meetings.
5. Designs innovative marketing materials and creatives to enhance branding.
6. Writes, reviews, and distributes press releases and other external communications.
7. Represents UGL at community events, conferences, podcasts, and radio broadcasts.
8. Coordinates internal and external speaking opportunities to promote education and brand visibility.
9. Identifies and develops new outreach partnerships with individuals, businesses, and organizations.

Digital Marketing

1. Manages and grows UGL's social media channels (Facebook, Instagram), creating engaging content and implementing creative strategies to build brand awareness.
2. Creates, runs, and optimizes digital advertising campaigns (Google, Meta, etc.) to support marketing objectives.
3. Oversees website updates and search engine optimization (SEO) in collaboration with a third-party vendor.
4. Writes and designs marketing content across channels, including email campaigns, blogs, brochures, flyers, and other promotional materials.
5. Tracks campaign performance, analyzes results, and makes data-driven improvements.

Traditional Marketing

1. Coordinates traditional advertising efforts including print, radio, and community outreach campaigns.
2. Ensures consistent branding across all platforms, materials, and communication channels.
3. Manages marketing projects and tracks budgets to ensure cost-effective and impactful campaigns.

Team Collaboration

1. Actively participates in team huddles and meetings, providing input and constructive feedback.
2. Establishes and follows through on action items.
3. Demonstrates professionalism and a collaborative approach in all discussions.

GENERAL PROFESSIONAL DEVELOPMENT

Organization: Effectively manages individual and group projects, events, and priorities.

Problem-Solving: Adapts strategies and solutions to meet challenges.

Analysis: Interprets complex information and communicates it clearly to diverse audiences.

Conflict Resolution: Facilitates resolution of complex or sensitive issues.

Communication: Produces high-quality written, verbal, and multimedia communications.

KNOWLEDGE, SKILLS AND ABILITIES:

- Strong written, verbal, and digital communication skills.
- Working knowledge of UGL's mission, vision, services, locations, and providers (acquired through onboarding/training).

Proficiency in:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
- Adobe Acrobat for creating and editing forms.
- Adobe Illustrator and Canva for designing outreach materials.
- Social media platforms, digital advertising tools, and analytics dashboards.
- Website content management and SEO practices (via vendor coordination).
- Excellent cross-cultural communication skills.

WORKING CONDITIONS:

- Work is performed in a clinic or office (including remote) environment and off-site for outreach events.
- This is a non-exempt position, working beyond 40 hours a week may be assigned in certain circumstances.
- Requires regular sitting, standing, walking, and lifting of up to 25 pounds.
- Frequent local and regional travel for clinic rounding, events, meetings, conferences, or seminars.

The above information is intended to describe the most important aspects of the job. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required to perform the work. UGLFHC reserves the right to revise or change job duties and responsibilities as the business need arises. Additionally, this job description is not intended as an employment contract, implied or otherwise, and UGLFHC continues to maintain its status as an at-will employer.

I hereby acknowledge that I have read and understand the above-mentioned job duties, qualifications, policies, and procedures for this position. I also certify that I received a copy of this job description.

Employee: _____

Date: _____