

## **JOB DESCRIPTION**

**Job Title:** Communications Coordinator, NC Folic Acid Campaign

### **Job Description**

Coordinate statewide media relations and deliver integrated campaign communications to promote the benefits of folic acid for a nonprofit health council. Reports to state campaign coordinator. Based in Raleigh. State travel required. Full-time position with benefits, grant-funded through December 31, 2007.

### **Responsibilities**

- Develop and implement quarterly communications plan
- Write and disseminate press releases, news articles, letters to the editor, electronic membership newsletter, tool kits, partnership messages, and other campaign messages
- Assure consistent messaging in educational and training materials, media outreach and public promotions
- Maintain statewide media relationships and directory
- Distribute PSAs and make media buys
- Work with Latino campaign coordinator to develop and market messages in Spanish
- Update Web site content
- Maintain council membership database
- Exhibit at local conferences and events
- Assist with executive committee communications

### **Experience/Skills**

- Three years in health promotion / media relations
- Excellent verbal and written communication skills
- Microsoft Office
- Highly motivated, independent thinker in an interdisciplinary team
- Marketing to minorities
- Spanish speaking preferred

### **Education**

Bachelor's degree in journalism, public relations, health promotion or related field

### **Deadline**

Send resume and two writing samples by April 15, 2006

### **Contact**

Communications Coordinator Search  
raleighjob@bellsouth.net