

**Job Title/Position:** *Marketing and Communications Specialist*

**Reports To:** *Administrator*

## **JOB DESCRIPTION SUMMARY**

The Marketing and Communications Specialist is responsible for maintaining all internal and external communications, including, but not limited to, marketing materials, public relations efforts, and internal communication programs for Custom Home Health and Custom Hospice.

## **ESSENTIAL JOB FUNCTIONS/RESPONSIBILITIES**

1. Ensure company's brand and strategy is consistent across all communication channels and aligns with the company's marketing strategy.
2. Design and create all marketing materials; brochures, handouts, business cards, trinkets, etc.
3. Develop and refine marketing goals.
4. Update and maintain both company websites as necessary.
5. Revise and implement all social media strategies.
6. Consistently maintain all social media platforms including Facebook, Instagram, Twitter and LinkedIn.
7. Stay up to date on industry trends.
8. Strategize and maintain advertisements on whichever channel is fit including, but not limited to; Facebook, Instagram, digital banners through Google, etc.
9. Capture, edit, and develop efforts in video marketing.
10. Create strategies to increase employee awareness and promote productivity.
11. Prepare presentations and internal memos.
12. Develop print materials and brand strategies for employee use.
13. Compose, design and distribute monthly Employee Newsletter.
14. Serve as project lead on any internal communication initiatives including, but not limited to: software implementation, building company intranet, etc.

**Job Title/Position:** *Marketing and Communications Specialist*

15. Serve as liaison between the organization and the contracted IT company to ensure all technology infrastructure is working effectively, while also serving as the lead on new initiatives, when possible.
16. Seek out any opportunities for press and news.
17. Manage the press and external communication centered around any newsworthy company events.
18. Compose and distribute press releases surrounding pitch worthy company news.
19. Promote organization's services through public relations initiatives.
20. Serve as company spokesperson (or guide leadership) to media.
21. Compile press kits.

The above statements are intended to be a representative summary of the major duties and responsibilities performed by incumbents of this job. The incumbents may be requested to perform job-related tasks other than those stated in this description.

**POSITION QUALIFICATIONS**

1. Bachelor's Degree in Communications, Marketing or related field, preferred.
2. Experience with all social media platforms.
3. Experience with Adobe Creative Cloud.
4. Experience with Wordpress.
5. Excellent verbal and written communication skills.
6. Excellent organizational and planning skills.
7. Self-motivated.

**PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Job Title/Position:** *Marketing and Communications Specialist*

While performing the duties of this job, the employee is regularly required to talk or hear. The employee regularly is required to stand, walk, sit, use hand to finger, handle or feel objects, tools, or controls; and reach with hands and arms.

The employee frequently lifts and/or moves up to 10 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

---

Employee Signature

Date