



Protect, Prevent, Live Well

VACANCY ANNOUNCEMENT

TITLE:	Communications Specialist	DATE:	09/17/09
UNIT:	Communications	GRADE:	6 (exempt)
REPORTS TO:	Director of Communications	RANGE:	\$43,120; \$57,495; \$71,868

SUMMARY: Develop and implement media relations strategies; initiate and manage contacts with the news media; and write and develop materials to support communications program to advance the mission, policies and priorities of the Association.

RESPONSIBILITIES: Develop and maintain contacts with journalists, columnists and editors who cover public health for national magazines, TV and radio networks, wire services, major-market daily newspapers, new media and the trade press. Assist in planning and implementing strategies, campaigns and events to attract media attention and to raise the public profile of APHA, including the Annual Meeting, National Public Health Week, American Journal of Public Health, the Get Ready campaign and other opportunities as assigned. Respond rapidly to media inquiries, fulfill requests, arrange interviews and develop talking points. Write, edit and distribute news releases, advisories, statements and other materials. Strategize, coordinate and develop content for APHA’s social media tools, including the National Public Health week blog and Twitter. Serve as communications lead for annual National Public Health Week observance and help oversee the campaign in conjunction with the Affiliate Affairs department. Oversee Annual Meeting media efforts through an analysis of the program, targeted outreach to presenters and other strategies. Provide communications support to organizational leadership through content development, editing of materials and other tasks as needed. Alert key media to urgent public health-related policy and legislative activity in consultation with Government Relations staff, and pitch story ideas involving APHA policies, programs and products. Prepare and post materials such as news releases, blog entries and organizational background information for APHA Web sites. Assist in managing media outreach for the American Journal of Public Health, edit news releases, identify top studies, coordinate with AJPH editorial and production staff. Monitor media coverage of the Association and public health-related issues and identify opportunities to raise APHA profile. Coordinate media strategies and develop relationships with partner organizations and Hill press staff. Utilize media relations software to maintain media lists, track activities and disseminate media materials. Prepare media activity and news coverage reports. Plan annual work goals in consultation with the director of Communications.

SUPERVISES: N/A

REQUIREMENTS: Bachelor’s degree. Five years of public/media relations, journalism or communications experience. Health/public health background a plus. Excellent writing and telephone skills. Personal presence and ability to work with the news media and meet deadlines. Experience in seeking coverage for or communicating on behalf of national advocacy/public interest policy efforts. Strong initiative. Ability to work in collaboration with others as a team player and juggle multiple issues.

CLOSING DATE: October 2, 2009

HOW TO APPLY:

INTERNAL CANDIDATES: Current employees who wish to bid on a posted position may do so by submitting a cover letter and resume to HR.

EXTERNAL CANDIDATES: Applicants who meet the requirements and are interested in being considered for this position should apply by the closing date. A cover letter and resume along with writing sample detailing relevant experience is recommended. Forward to: Human Resources/CS, APHA, 800 I Street, NW, Washington,

TITLE: Web Designer/Developer
UNIT: Web Services Unit
REPORTS TO: Chief Financial Officer
SALARY RANGE: \$51,366; \$68,489; \$85,612

SUMMARY:

The Web Designer/Developer position is responsible for the development, management and maintenance of the Association's Web sites. Provide oversight, supports and direction for APHA's internal and external Web initiatives. The position is the focal point for coordination of all APHA Web design and functionality as directed by the APHA Web Team.

RESPONSIBILITIES:

Responsible for overall Web coordination and maintenance of the American Public Health Association Web site, which includes but is not limited to completing Web site migration from MS-CMS to SharePoint 2007 platform; serving as project manager to consult on various details of the project such as converting or migrating small HTML Web sites to MS-CMS code, designing and developing multiple Web sites for APHA programs and events, including affiliates; executing technical deployment; scheduling; defining new functional requirements while also coordinating with the IT Director. Trains staff and external affiliates on the APHA Content Management System. Provides Web-based technical support for staff and external affiliates. Develops Web and CMS training documentation and performs online/on-site training. Develops and maintains branding and style guidelines for all Web-based communications in close collaboration with the Communications department. Confers with units throughout APHA to develop and implement improved Web-based business processes as required and develops measures of success. Implements client/server security baselines recommended by software manufacturers and other security resources as needed. Works cooperatively with IT staff on interface and coordination issues. Reviews and approves requests for user accounts. Ensures that sensitive information or other APHA intellectual property is secure, and that Web-based information is archived for future needs and reference. Coordinates and hosts meetings to discuss relevant information that impacts Web services. Continuously improves operations, decreases downtime, streamlines work processes and works cooperatively and jointly to provide quality seamless constituent service. Supervises relationships for with Web developer and hosting vendors. Writes and interprets technical specifications for the items required for ongoing and future Web operations. Writes code to make minor modifications and updates as needed in coordination with IT staff. Interprets and distributes usage reports and Web trends; convenes meetings to discuss trends in Web traffic; and identifies opportunities for improvement. Prepares and manages departmental budget, including SusQtech hours and budget. Maintains a project timeline to track project requests and completed projects. Supports the integration of Convio/CRM applications. Assures that content is published to the APHA Web site either via direct action with the ISP or internal server, or by seeing that users are trained to manage their own content within APHA Web standards. Maintains APHA Web standards documentation and a standard operating procedures manual for current and new staff. Follows trends in the field and other associations, regarding Web issues and products and recommends appropriate strategies. This includes monitoring member communication and providing feedback to internal departments to facilitate customer service. Provide ongoing modifications to keep Web site information current, easy to find and graphically appealing. Seeks professional development opportunities that will increase working knowledge and skills necessary to manage a state-of-the-art Web site.

SUPERVISES: N/A

REQUIREMENTS:

Bachelors degree or equivalent. Degree in a computer-related discipline preferred. Minimum of three years of relevant experience. Personal organization and project-oriented skills are a must. Has a good working knowledge of: The materials, methods, practices and equipment used in the development, analysis, maintenance and management of a Web-based systems. Windows 2003 Server systems, Share Point 2007, Internet Information System (IIS), Adobe Web and Web graphics products, Creating and Modifying, Videos, Flash, Microsoft CMS, Dreamweaver, Action Script, Microsoft Office 2003, Adobe Premiere, Photoshop, Illustrator, data base issues and appropriate Web and network analysis utilities. Interfacing with management and staff in a non-profit, association-type of organization. Must have the demonstrated ability to: Interface well with others in written, oral and electronic

communications. Write creatively and proofread and edit accurately. Juggle multiple projects concurrently. Understand and be able to define technical specifications for future Web requirements. Produce clearly organized documents and presentations. Interface with senior management on a variety of directional, financial and technical issues relating to the Web. Understand and code HTML, XML and commonly used scripting languages.

PREFERRED QUALIFICATIONS: Advanced knowledge of Desktop Publishing, computer graphics, Flash, Action Script, Cold fusion, Content Managed System; familiarity with Convio; and working knowledge of public health or scientific content.