



## **Communications Specialist with the Missouri Immunization Coalition**

The Missouri Immunization Coalition is growing, and we are hiring for new positions! We are looking for someone who is passionate about advancing and advocating for the health and well-being of others to join our team as a Communications Specialist. The Communications Specialist will report to the Director of Communications. This individual will be responsible for assisting the Director with some of the following responsibilities: developing web content, generating marketing materials, and managing the social media presence of the Missouri Immunization Coalition. The Specialist will also be responsible for assisting the Communications Director in the development of advertising campaigns and marketing efforts of the MIC and ensuring there is accurate information that is engaging for our various audiences. This individual will assist with the advertising and branding efforts to advance the mission of the MIC. If you are highly motivated, well organized, detail-oriented, have a background in communications, journalism, or marketing, and enjoy working in a positive environment with individuals that are making a difference across our Missouri communities, then consider applying to join our team! You can read more about the MIC on our [website](#)!

**Hiring Authority/Department:** The Missouri Immunization Coalition

**Supervisor:** Director of Communications

**Position Title:** Communications Specialist

**Salary Range:** \$55-60k per year - (commensurate with education and experience)

**Job Description:**

The Communications Specialist will be responsible for the following:

- Work collaboratively with the Communications Director to support the organization's communications across all program areas and initiatives
- Assist Director with small and large-scale advertising campaigns to engage and educate various audiences
- Work with Communications Director to oversee media relations, including drafting press releases and responding to media requests
- Assist in writing newsletter articles and publications for the MIC
- Assist Director in planning and creating website content, social media content, and maintaining existing content
- Scheduling, creating, and monitoring content on social media outlets
- Assist in researching and creating vaccine-related content and communications
- Communicate with stakeholders as needed via email, newsletter articles, conference calls, webinars, and phone calls
- Utilizes a consistent, targeted approach to display and market impactful communications

- Evaluate content for accuracy, consistency, and level of engagement
- Assist the MIC in planning and organizing events, such as the annual Missouri Immunization Conference.
- This position will require occasional travel, such as to the MIC office in Columbia, the annual Missouri Immunization Conference, national conferences, campaign filming, and more. It is expected that the person in this role will travel 10%-15% of the time.

### **Qualifications:**

The Missouri Immunization Coalition is looking for a highly motivated, creative team player who is passionate about working for a mission-driven organization. We are willing to consider candidates with a wide variety of work and educational experiences to join our team! We are open to hiring new graduates and early career candidates. Below are some of the qualifications that we are looking for in a candidate:

- A bachelor's degree or at least 1 year of work experience is required (or a combination of both)
  - We are willing to consider current students with school-related, volunteer and/or community-based experience for this position.
- Excellent verbal and written communication skills are required, including writing and/or editing experience.
- Experience in communications, journalism, marketing, public relations, social media, or web content development is preferred.
- Highly familiar with social media platforms and content creation.
- Comfortable working with diverse audiences and groups of stakeholders.
- Experience with Mailchimp, Canva, Microsoft Outlook, Microsoft Teams, Microsoft Office, Monday, Zoom. Google Analytics certification is a plus.
- Understanding of branding, marketing, graphic design.
- Examples of work or an online portfolio is highly encouraged.

### **Hybrid Work Environment**

Candidates in central Missouri are in office Tuesday-Thursday with the option to work remotely on Mondays and Fridays. Candidates outside of Central Missouri are remote eligible with periodic travel to Columbia, MO. Priority will be given to candidates residing in or willing to relocate to Missouri.

This position requires occasional travel. A candidate could expect to travel 2-3 days per month in this position. Travel would include visiting the MIC office in Columbia, MO, attending film campaigns, conferences, events, etc. Travel on behalf of the MIC to national conferences and MIC related events will be covered by the MIC. The MIC will not provide relocation assistance for this position.

### **About the organization:**

The Missouri Immunization Coalition, Inc. is a statewide nonprofit organization that was incorporated in January 2020. It is Missouri's only statewide, independent organization committed to keeping Missourians healthy through immunizations by elevating the essential role vaccinations play in reducing the spread of vaccine-preventable diseases and promoting health for all Missourians. The MIC is dedicated to keeping Missouri healthy by building awareness for vaccines, educating healthcare providers, and advocating for policies that protect all Missourians with the goal of increasing vaccination rates throughout the state. You can read more about the MIC on our [website](#)!

**How To Apply:**

To apply, please send an email with your application materials to the Missouri Immunization Coalition at [jshelby@moimmunize.com](mailto:jshelby@moimmunize.com)

Include the name of the position that you are applying for as the title of your email. To be considered, you will need to attach your resume and a cover letter stating your interest in the position. You can also attach any other application materials you would like to share to your email submission, such as a portfolio of content that you have previously created.

Equal Opportunity is and shall be provided for all employees and applicants for employment based on demonstrated ability and competence without unlawful discrimination on the basis of race, color, national origin, ancestry, religion, sex, pregnancy, sexual orientation, gender identity, gender expression, age, disability, protected veteran status, or any other status protected by applicable state or federal law.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of this position. Duties, responsibilities, and activities may change, or new ones may be assigned at the Director's notice. This is a full-time position at 40 hours per week.