

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

The Missouri Immunization Coalition (MIC) is looking for someone passionate about advancing and advocating for the health and well-being of others to join our team as our Communications Director. The Communications Director will be responsible for developing web content, generating marketing materials, and managing the social media presence of the Missouri Immunization Coalition. The Communications Director will supervise one Communications Associate and will be responsible for overseeing 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 oversee the advertising and branding efforts to advance the mission of the MIC. If you are well organized, detail-oriented, have a background in journalism, and enjoy working in a positive environment with individuals making a difference across our Missouri communities, consider applying to join our team!

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

**Supervisor:** Executive Director of the Missouri Immunization Coalition

**Position Title:** Communications Director

**Salary Range:** \$53-65k per year - (commensurate with education and experience)

The Communications Director will be responsible for the following:

- Work collaboratively with the MIC Executive Director to support the organization's communications across all program areas and initiatives
- Create small and large-scale advertising campaigns to engage and educate various audiences
- Develop concepts and write content to meet the online and digital needs of the MIC
- Oversee media relations including responding to media requests and drafting press releases
- Generate content and provide guidance related to the MIC website
- Write newsletter articles and publications for the MIC as needed
- Provide consultation and guidance to the MIC in planning and creating website and social media content as well as maintaining existing content
- Oversee and provide guidance to Executive Director on internal and external communications regarding the MIC
- Communicate with members 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

The Missouri Immunization Coalition is based in the city of Columbia, MO. This position will be primarily remote/work from home. There are a few occasions in which the employee in this position will need to travel to parts of Missouri or to report in-person to the Columbia/Jeff City area for work related duties. It is preferred that interested applicants reside within the state of Missouri. 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 Executive Director's notice. This is a full-time position at 40 hours per week.

### **Qualifications:**

The Missouri Immunization Coalition is willing to consider candidates with a wide variety of work & educational experiences to join our team! Below are some of the qualifications that competitive candidates would have:

- A bachelor's degree and at least 3 years of work experience is required
- Master's degree in Strategic Health Communications, Public Health Communications, Journalism, English, or similar area is preferred
- Two or more years of experience in journalism, marketing, public relations, social media, or web content development
- Excellent verbal and written communication skills are required, including writing and/or editing experience with print and digital media
- Experience in creating and running successful advertising campaigns
- Demonstrated experience in writing for the web, social media, and other digital media, such as digital newsletters
- Experience with graphic design, image editing, video and photography skills are a plus
- Understanding of social media environments
- Comfortable working with varying audiences and groups of stakeholders
- Examples of web work or online portfolios are required for consideration
- Able to maintain a professional online appearance and manner

### **About the organization:**

The Missouri Immunization Coalition, Inc. is a new 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 [ncope@moimmunize.com](mailto:ncope@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, cover letter, and portfolio. You can also attach any other application materials you would like to share to your email submission.**

*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.*