



521 4th Street Havre, Montana 59501 • Phone: 406-395-4305 • Fax: 406-395-5643 • www.bullhook.com

Bullhook Community Health Center (BCHC) is an equal opportunity employer. BCHC shall, upon request, provide reasonable accommodation to otherwise qualified individuals with disabilities.

Job Title: Marketing and Communications Liaison

Department: Administrative

Supervisor: CFO/CEO

Supervises: N/A

Salary Range: \$20.64 - \$30.31

Job Summary: Responsible for initiating, developing, and implementing day-to-day and long-term communications and/or marketing strategies for Bullhook Community Health Center (BCHC). This may include community and patient outreach, event planning and marketing, website development and maintenance, social media coordination, public relations outreach to local media, production of collateral and promotional materials, development of newsletters, research, email and digital marketing, event marketing, paid media and advertising, fundraising/stewardship, grant writing, and program area marketing. The position will have primary responsibility for the website, social media, and associated search strategies to broadly convey the appropriate brand voice for BCHC and drive applicable audiences to the site. The ability to interact with staff (at all levels) in a fast-paced environment, sometimes under pressure, remaining flexible, proactive, resourceful and efficient, with a high level of professionalism and confidentiality is crucial to this role. Expert level written and verbal communication skills, strong decision-making ability and attention to detail are equally important.

Essential Functions (Major Duties or Responsibilities):

- Develop and execute brand marketing strategies and campaigns that elevate the brand and drive more familiarity around our services and increase brand support, including managing brand awareness, patient recruitment, and patient reassurance initiatives.
- Participate in the onboarding of all new providers and services, developing methods to market them both internally and externally to the community.
- Identify and cultivate relationships with community organizations serving underserved populations to develop new partnerships.
- Develop strategies and tools that support affiliates' brand and marketing efforts, and expand brand support by connecting with key audiences, including, Medicaid, Medicare, and commercial insured.
- Leverage and share research, data, and insights to help make informed brand strategy and marketing decisions.
- Stay abreast on current marketing trends to recommend new approaches and strategies that connect with key audiences
- Manages research and media buying related to brand awareness efforts of BCHC.
- Leads website strategy and content approach and ensures consistent, quality engagement over time, including any external web development partners
- Engages regularly with program area leads to prioritize needs and gathers information critical to creative requests
- Leads the assessment and lessons learned from metrics related to media buys, website traffic, etc.
- Plays a pivotal role in keeping projects moving internally and managing program area expectations
- Completion of project deliverables and through various administrative activities by building project schedules, forecasting hours for projects, coordinating with different teams to ensure that projects start and finish on time and that all stakeholders have reviewed and approved them in a timely manner, and enforce process during projects
- Develop and publish an annual report, an annual marketing plan, other communications and present to Board and community



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- Participate in mandatory in-services, drills, staff meetings and other trainings.
- Perform duties in a prioritized, organized, and orderly manner to maximize efficiency and productivity.
- Facilitate the maintenance of a clean, neat and well-organized work area.
- Participate in quality improvement activities by initiating or contributing to monitoring, measuring, analyzing, improving and/or controlling program goals, objectives and/or services.
- Support current incentive, regulatory, and certification requirements (such as Meaningful Use, PCMH and UDS) through documentation, participation in initiatives, and other activities as directed.
- Provide backup support for the C-Suite if the Executive Assistant is gone.
- Perform other duties as assigned.

Minimum Qualifications (Education and Experience):

- Associate degree required; bachelor's degree preferred
- Minimum two years of experience
- Excellent calendar management skills,
- Strong knowledge of MS Office, including Word, Excel, PowerPoint, and Outlook
- Experience with Adobe Acrobat suite
- Experience with other marketing software.

STRONGLY PREFER:

- Support experience in a professional service, sales or healthcare environment
- Experience successfully creating and/or modifying processes
- Bachelor's degree

Knowledge, Skills and Abilities (KSA's):

- Digitally minded
- Organized and flexible; ability to work seamlessly within all levels of BCHC, as well as with external partners
- Ability to think through complex, sequenced tasks
- Experience working within a content management system
- Accountability for communicating internal plans and methodologies
- Excellent writing, oral communications, and critical thinking skills
- Appreciation for innovative, creative approaches
- Strong interpersonal skills
- Ability to manage multiple tasks simultaneously, including setting priorities and adapting to changes in a time-sensitive, deliverable-driven workplace
- Professional demeanor and a dedicated work ethic
- Expert knowledge of medical office operations. Familiarity with role of FQHCs in the community
- Proficient in the use of Microsoft Office programs to produce correspondence, documents, presentations, records, and spreadsheets.

Supervision: N/A

Physical and Environmental Demands: Work is performed in an office and clinic setting; stands, walks with intermittent sitting; reaches for and uses writing instruments and keyboard; reads reports and other written materials; extensive use of telephone and oral communication with the public and coworkers; stoops; bends; kneels; reaches for; picks up; and pushes or pulls; ability to lift up to 30 pounds

Special Requirements: N/A

