JOB ANNOUNCEMENT: MEDIA SPECIALIST

About the position: If you care about social justice and have a passion for documenting compelling stories, this is the job for you! Penn Center for Community Health Workers, part of the University of Pennsylvania Health System, is looking for an energetic, passionate, creative Media Specialist to play a key role in disseminating and communicating our work. The Media Specialist will create dynamic, documentary-style media to help us provide technical assistance to a growing number of organizations across the country. (S)he will also develop marketing and communications materials, including opinion pieces and blog posts, to raise the visibility of our work.

About the organization: Penn Center for Community Health Workers is a national center of excellence for Community Health Worker (CHW) research, application and dissemination. We developed IMPaCT, a CHW model which hires people from within local communities to provide social support, advocacy and navigation to high-risk individuals. The program has served more than 6,000 people in Philadelphia and is scientifically proven to improve patients’ post-hospital primary care access, chronic disease control, and mental health while reducing hospital admissions by 30%. More than 1,000 organizations have accessed our CHW toolkit (http://chw.upenn.edu/tools) and we provide technical assistance to help organizations around the country create, launch and sustain effective CHW programs.

Key Duties and Responsibilities:
The Media Specialist will support dissemination and visibility of IMPaCT to health systems, governments and community organizations across the country. (S)he will:

- Create and develop multimedia content for our online video training library, promotional materials and product marketing
- Develop and manage production schedules, including scripts, storyboards, and locations
- Create communications materials (ex: videos, blog and social media postings) to raise our visibility and communicate key messages
- Organize webinars, conferences and other convenings for individuals and organizations to come together for networking and shared learning
- Expand and administer the Center’s online video learning library

Skill and Experience Required:
- Technical skills in video, audio and post-production, including film editing software such as Final Cut Pro X or Adobe After Effects
- Prior education or experience in communications, marketing, journalism or new media
- Prior experience developing and managing projects
- Passion for improving the lives of low-income individuals
- Ability to thrive in a complex and dynamic organization, where flexibility, risk-taking and entrepreneurial thinking are critical
- Excellent interpersonal and written and oral communications skills
- Bachelor’s degree

To Apply:
Send a cover letter and resume, which must include a link to your portfolio, to Chanel Ortiz at chanel.ortiz@uphs.upenn.edu with the subject line “Media Specialist Application.” Please label attachments as follows:
“LastnameFirstname_MScoverletter”
“LastnameFirstname_MSresume”