Job Announcement: Public Relations Specialist

About the position: If you are interested in spearheading public relations and related marketing operations for a national healthcare social enterprise, this job is for you. You will contribute with our internal and external public affairs team in developing a plan and editorial calendar, and under the guidance of our Executive Director and Chief Strategy Officer, lead media monitoring and outreach, provide ongoing policy analysis and related outreach, produce content for various channels of digital communication and interact with leading healthcare executives in a dynamic organization. Prior experience is helpful, but we will consider the right candidate with little prior work experience -- we are more interested in hiring a driven, hard-working individual with excellent project management and writing skills with strong knowledge of policy and journalism, ideally as it relates to publically funded healthcare. This is a key role in a fast-growing organization.

About the organization: The 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, which has served more than 6,000 people in Philadelphia, has been scientifically proven to improve patients’ post-hospital primary care access, chronic disease control, mental health, and patient activation while reducing hospital admissions by 30%. More than 1,000 organizations have accessed the organization’s CHW toolkit (http://chw.upenn.edu) and the Center helps provides technical assistance to organizations across the country to help them create, launch and sustain effective CHW programs.

Research, communications and marketing tasks include:

- Help craft and manage our communications and public relations plan
- Ability to multitask, working in tandem with IMPaCT spokespeople and public affairs team
- Ongoing media monitoring, outreach to key journalists and thought leaders in healthcare and policy with supervision
- Writing and drafting emails with pitch story ideas leveraging the relevant areas of our work
- Policy analysis related to our work in the Medicaid space, developing new content, editorial and stories with supervision
- Management of our contacts database
- Managing and updating website, social media and other related digital communications channels
- Managing outbound email and related campaigns
- Website analytics nice to have
- Occasional assistance with design and production of presentations and communication materials
- Marketing research as directed
- Coordinating, managing PR campaigns with corporate communications; website updates, etc.
- Assist with developing and marketing collateral and online training content
**Minimum Requirements**

- Education: Bachelors or Associates, ideally with 2+ years of experience but will train the right candidate
- Strong educational background and working knowledge of healthcare and government policy
- Strong writing skills based on the above tasks
- Ability to manage multiple projects
- Experience with journalism, marketing, digital communications nice to have
- Extremely proficient with Microsoft Office Suite, particularly Word and Excel, Power Point
- Ability to professionally interact with outside thought leaders, executives, etc.
- Ability to multitask, manage multiple projects and be an effective team player

**To Apply**

Send a cover letter and resume to Raina Kulkarni at rkulk@pennmedicine.upenn.edu with the subject line “PR Specialist.”

Please label attachments as follows:
- “LastnameFirstname_PRCoverLetter”
- “LastnameFirstname_PRResume”

No phone calls please.