



Communications and Media Specialist

FLSA Classification: Non-Exempt

Reports to: Director of Public Relations

Hourly Range: \$29.00 – \$34.00

To Apply, please visit: <https://www.healthymatsu.org/employment>

Application Deadline: Open until filled, with a first review of applicants on April 4th.

JOB DESCRIPTION

About the Foundation

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which owns Mat-Su Regional Medical Center (MSRMC) in joint venture with Community Health Systems, Inc. (CHS). In this capacity, MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital to protect the community's interest in this important healthcare institution.

Apart from its role as a community hospital co-owner, MSHF is also a grant-making philanthropy organization. Grounded in organizational values of prevention, access, wellness, fairness, equity, and collaboration, the MSHF mission is to improve the health and wellness of Alaskans living in the Mat-Su. Through grantmaking, convening of local partners, and policy change, the Foundation's work has resulted in significant improvements in systems that support the health of Mat-Su residents in areas such as behavioral health, child welfare, crisis response, community connections, workforce development, transportation, housing, and senior services.

Position Summary

The Communications and Media Specialist plays a key role in content development, digital media strategy, and audience engagement. This role focuses on multimedia storytelling, content production, and digital brand management to enhance public awareness and engagement with the organization's mission.

Essential Duties & Responsibilities

Content Development & Multimedia Production

- Researches, writes, and edits compelling stories for website articles, blog posts, newsletters, and digital campaigns.
- Supports the conceptualization and production of high-quality visual and video content, including filming, editing, and post-production for social media, web, and traditional media platforms.
- Develops infographics, fact sheets, and other visual content that translate complex health and wellness data into digestible, engaging formats.
- Maintains a digital asset library, including photos, videos, and brand collateral.
- Coordinates with contractors across multiple brands and projects, acting as a project manager and point of contact.

Social Media & Digital Strategy

- Develops and executes social media campaigns that align with the organization's brand and mission across three unique brands.
- Monitors and analyzes digital performance metrics to inform content strategy and improve reach.
- Manages day-to-day social media content creation, posting schedules, and audience interaction across three unique brands.
- Stays current on social media trends, tools, and best practices to optimize digital reach and engagement.
- Researches, identifies and develops onboarding to incorporate new and emerging technologies to streamline communication planning and publishing.
- Manages Facebook, Instagram, X, and LinkedIn profiles.

Website & Email Marketing

- Updates and maintains website content, ensuring accuracy, readability, and alignment with branding guidelines.
- Manages email marketing campaigns, including list segmentation, automation, and performance tracking internally and externally.
- Supports the development of an editorial calendar, identifying key dates, themes, and cadence of internal and external communications milestones.
- Supports the development of an internal communications plan, focusing on staff engagement and relationship building.

Community Outreach & Public Engagement

- Develops interactive content for community events, town halls, and public engagement activities.
- Coordinates digital storytelling initiatives that highlight community voices and impact stories.
- Supports event promotion through digital media campaigns and live social media coverage.
- Supports event planning and execution, including but not limited to membership engagement, grantee celebrations, community engagement opportunities, and more.

Media Monitoring & Reporting

- Tracks and analyzes media coverage and social sentiment regarding organizational initiatives.
- Provides regular reports on content performance, engagement trends, and audience insights.
- Identifies opportunities to amplify positive narratives through digital and traditional media channels.

Other Duties

- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.



Competencies

- Excellent writing, editing, and storytelling skills across multiple platforms.
- Ability to work independently and collaboratively in a fast-paced environment.
- Passion for health and wellness communication is a plus.

Education & Experience

- Bachelor's degree in Communications, Digital Media, Marketing, Journalism, or a related field.
- 3-5 years of experience in content creation, social media management, or multimedia production.
- Experience in branding, both visual and editorial, with the ability to adapt written and visual content to maintain brand alignment and consistency.
- Experience with photography and photo editing.
- Knowledge of paid media planning and placement.
- Proficiency in Adobe Creative Suite, Canva, or other design and video editing tools.
- Familiarity with content management and scheduling tools, such as Asana, Hootsuite, Trello, or other project management tools.
- Familiarity with SEO, Google Analytics, and social media analytics tools.
- Able to think at a strategic level, identifying strategies, initiatives, and messages to advance MSHF's mission, vision, and values to increase market share.

Other Duties: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Work Location: Wasilla, Alaska

Work Environment: Employee will be working in a typical office environment with moderate temperature and equipment noise.

Physical Demands: Employee will be spending considerable time at a desk using a computer terminal.

EEO Statement: Mat-Su Health Foundation is an equal employment opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.