

Portage County Combined General Health District



Job Posting

Position:	Marketing Coordinator
Division:	Administration
Classification:	Full time, non-exempt. Classified position with a one-year probationary period.
Work Schedule:	Monday- Friday: 8am-4:30pm. May require some weekend and evening work.
Salary:	\$21-\$27 per hour
Reports To:	Administrator

The Portage County Health District is seeking a creative and organized **Marketing Coordinator** to support agency wide communication, outreach, branding, and public information efforts. This position plays an essential role in strengthening public awareness of our programs and services by enhancing community engagement throughout Portage County.

The Marketing Coordinator will develop and implement marketing, communication, and branding strategies that support public health programs, community partnerships, and organizational visibility. This role oversees social media, multimedia content, outreach materials, and internal communication tools while ensuring consistent use of PCHD branding across all platforms. The coordinator also serves as backup Public Information Officer during emergency response.

Job Description:

Coordinate and implement the Health District's marketing, communications, and branding strategies to promote public health programs, community partnerships, and organizational visibility.

- Ensure consistent and correct use of PCHD branding across all internal and external materials, platforms, and communications.
- Support marketing and communications related to the programs and services of the Health District, ensuring consistent and compliant messaging that informs and educates the public.
- Manage and maintain a proactive marketing and outreach calendar to align communication efforts with public health campaigns, community events, and seasonal priorities.
- Develop, design, and distribute outreach materials in collaboration with Health Educators and program staff to support community engagement and health promotion.
- Coordinate PCHD's social media presence, including content creation, posting, analytics tracking, and public engagement consistent with agency messaging and PHAB standards.
- Create and manage multimedia content (photography, video, and promotional materials) that authentically represent PCHD's services, staff, and community impact.
- Oversee the development, maintenance, and promotion of the PCHD Public Health App, ensuring accessibility and relevance of content.
- Review and update PCHD's website content in coordination with the Website Coordinator to ensure accuracy, user accessibility, and consistent messaging.
- Strengthen internal communication systems, including building and maintaining the Assembly platform to enhance employee engagement and information sharing.
- Serve as back-up Public Information Officer (PIO) during emergency response or when delegated, assisting with media communication and public messaging.
- Assist with linkage of care initiatives by promoting connections between PCHD programs, healthcare partners, and community resources.
- Act as a liaison to community partners and resource networks, maintaining a comprehensive list of available services and referral opportunities.

Portage County Combined General Health District is an Equal Opportunity Employer

- Plan and promote agency events (in coordination with the Community Health Division) such as the PCHD Open House, community fairs, and outreach campaigns to enhance visibility and engagement.
- Perform related duties as assigned to support public health promotion, communication, and community outreach objectives.

Organizational Duties:

- Participate in quality improvement team projects and training initiatives, incorporating quality improvement principles into daily work activities.
- Participate in public health emergency response activities as needed, including roles within the Incident Command System/National Incident Management System.
- All health district employees have an emergency response role and may be expected to respond to threats to the public's health in accordance with the Portage County Combined General Health District Emergency Response Plan.
- Attend and participate in agency-sponsored training, events, and activities.
- Gather and organize documents to fulfill public records requests and other reporting obligations.
- Participate in activities that support and enhance agency accreditation.
- Maintain reasonable and reliable attendance to meet organizational needs and objectives.

Minimum Requirements:

- Bachelor's degree in marketing, communications, public relations, public health, or a related field.
- Two (2) years of experience preferred in marketing, communications, or community engagement (public health experience preferred).
- Demonstrated experience with graphic design software (e.g., Canva, Adobe Creative Suite) and social media management platforms.
- Knowledge of branding principles, strategic communication, and public information practices.
- Strong writing, editing, and proofreading skills with attention to tone, clarity, and accessibility.
- Strong interpersonal and customer service skills; able to interact professionally with diverse audiences.
- Proficiency in Microsoft Office and digital communication tools.
- Strong organizational and time-management skills, with the ability to manage multiple projects and meet deadlines.
- High level of customer service skills, with the ability to interact professionally with internal and external stakeholders.
- Valid driver's license and auto insurance.
- Must be legally authorized to work in the United States without requiring sponsorship for employment visa status now or in the future.

Work Environment and Physical Demands:

General office setting in the Health District facility requiring sedentary to light work which may include sitting, walking, climbing, reaching, standing, talking, and listening with occasional exposure to adverse environmental conditions. Work performed in the community may subject some positions to adverse weather conditions and challenging interactions with off-site locations and community members. Some travel may be required; reliable transportation, a valid driver's license, and current auto insurance are required, along with the ability to maintain insurability under the health department's vehicle insurance policy. The role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and other office equipment. While performing the duties of this job, the employee is regularly required to talk or listen. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 30 pounds. Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Pre-Employment Testing Requirements: Criminal Background Check and Pre-employment Drug Testing

Employees hired for a position that is funded in whole or in part by a designated funding source may be laid off when the funding source is reduced or eliminated.

Application:

Interested applicants should submit the following:

1. Resume
2. Cover letter
3. [PCHD Employment Application](#)

Email us at: PCHD@portagehealth.net

Deadline for Applying: Open until filled.