

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. Regular schedule may vary based on community outreach, meetings, PCHD events, and promotional activities. Occasional evening and weekend work may be required.
Salary:	\$24-\$28 per hour
Reports To:	Administrator

Position Summary:

The Portage County Health District is seeking a creative, organized, and community-focused **Marketing Coordinator** to support agency-wide communication, outreach, branding, public information, and community engagement efforts. This position plays an essential role in strengthening public awareness of PCHD programs and services and requires regular engagement with community members, local organizations, businesses, stakeholders, and partner agencies throughout Portage County.

This is an active, community-facing position that includes both office-based marketing responsibilities and field-based outreach. The Marketing Coordinator will regularly represent PCHD in the community, build and maintain relationships with partners and stakeholders, distribute educational and promotional information, attend community meetings and events, and participate in outreach and promotional activities. Some activities may occur outside of normal business hours, including evenings and weekends.

Essential Functions:

- Coordinate and implement the Health District's marketing, communications, and branding strategies to promote public health programs, community partnerships, and organizational visibility.
- Coordinate and implement PCHD'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 internal and external materials, platforms, and communications.
- Support marketing and communications related to PCHD programs and services, ensuring consistent, accessible, and compliant messaging that informs and educates the public.
- Manage and maintain a proactive marketing and outreach calendar aligned with public health campaigns, community events, agency initiatives, and seasonal priorities.
- Regularly conduct field-based community engagement throughout Portage County, including partner visits, community meetings, distribution of educational and promotional materials, outreach events, promotional activities, and other opportunities to increase awareness of PCHD programs and services and strengthen relationships with community partners and stakeholders.
- Serve as an active and visible representative of PCHD throughout Portage County by developing and maintaining professional relationships with community partners, businesses, organizations, stakeholders, and residents.
- Proactively identify and pursue opportunities for community outreach, partnership development, cross-promotion, and public engagement that support PCHD's mission and organizational priorities.
- Represent PCHD at community meetings, health fairs, outreach events, promotional activities, partner events, and other community-based initiatives.
- Coordinate and participate in PCHD-sponsored events and promotional activities, including event preparation, setup, staffing, community engagement, photography and content collection, distribution of materials, and other activities necessary to support successful events.
- Attend and participate in PCHD and community events during regular business hours and, as operationally necessary, during evenings and weekends.
- Develop, design, and distribute outreach and promotional materials in collaboration with Health Educators and program staff to support community engagement and health promotion.

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- Coordinate PCHD's social media presence, including content creation, posting, analytics tracking, and public engagement consistent with agency messaging and applicable PHAB standards.
- Create and manage multimedia content, including photography, video, graphics, and promotional materials, that authentically represents PCHD's services, staff, programs, and community impact.
- Review and update PCHD website content in coordination with the Website Coordinator to ensure accuracy, accessibility, and consistent messaging.
- Strengthen internal communication systems, including building and maintaining the Assembly platform to enhance employee engagement and information sharing.
- Serve as backup Public Information Officer (PIO) during emergency response or when delegated, assisting with media communications and public messaging.
- Assist with linkage-of-care initiatives by promoting connections among PCHD programs, healthcare partners, community organizations, and available resources.
- Act as a liaison to community partners and resource networks and maintain current knowledge of available services, resources, and referral opportunities.
- Perform related duties as assigned to support public health promotion, communication, community engagement, and 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.
- Minimum of two (2) years of progressively responsible experience in marketing, communications, public relations, community engagement, or a related field.
- Demonstrated experience with graphic design software, such as Canva or Adobe Creative Suite, and social media management platforms.
- Knowledge of branding principles, strategic communication, marketing, and public information practices.
- Demonstrated ability and willingness to engage directly with community members, partners, businesses, organizations, and stakeholders in a professional and approachable manner.
- Ability to independently represent PCHD at community meetings, outreach events, promotional activities, and other public-facing functions.
- Ability and willingness to regularly work in community-based settings throughout Portage County and participate in occasional evening and weekend events as operationally necessary.
- Ability to develop professional relationships, initiate conversations with community partners, and actively promote organizational programs, services, and resources.
- Strong writing, editing, and proofreading skills with attention to tone, clarity, accuracy, and accessibility.
- Strong interpersonal and customer service skills with the ability to interact professionally with diverse internal and external audiences.
- Proficiency in Microsoft Office and digital communication tools.
- Strong organizational and time-management skills with the ability to independently manage multiple projects, priorities, and deadlines.
- Must possess and maintain a valid driver's license and meet applicable automobile insurance requirements.
- Must be able to travel to multiple locations throughout Portage County and surrounding areas as necessary to perform the essential functions of the position.

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- Must be able to operate PCHD vehicles as required and maintain insurability under the Health District's vehicle insurance policy.
- 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:

The essential functions of this position are performed in both an office environment and community-based settings throughout Portage County. Regular local travel and field-based work are required to attend community meetings, conduct partner visits, distribute educational and promotional materials, participate in outreach activities, and represent PCHD at community events, health fairs, promotional activities, and other PCHD-related functions. Community-based work may occur indoors or outdoors and may involve varying weather conditions, crowds, noise, and interaction with diverse community members, partners, businesses, and stakeholders.

The position generally requires sedentary to light physical activity but includes periods of standing, walking, reaching, bending, carrying materials, setting up and taking down outreach displays, and moving throughout community and event locations. The employee routinely uses computers, phones, audiovisual equipment, and other standard office and communication equipment. The employee must be able to frequently lift and/or move materials weighing up to 10 pounds and occasionally lift and/or move materials weighing up to 30 pounds in connection with outreach, promotional, and event activities.

Regular local travel is an essential component of the position. The employee must be able to travel to multiple locations throughout Portage County and surrounding areas as necessary to perform assigned duties. The employee may be required to operate PCHD vehicles and must maintain a valid driver's license and insurability under the Health District's vehicle insurance policy. Reliable transportation and current automobile insurance are required when use of a personal vehicle is necessary for PCHD business.

The position may require participation in PCHD and community meetings, outreach events, emergency response activities, and promotional activities outside of normal business hours, including occasional evenings and weekends.

A qualified individual must be able to perform the essential functions of the position, with or without reasonable accommodation.

Pre-Employment Testing Requirements:

Criminal Background Check and Pre-employment Drug Testing

Employees hired for a position that is funded as a 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: PCHD@portagehealth.net

Posted: August 25, 2026

Deadline for Applying: Open until filled.