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**JOB POSTING
OFFICE OF HUMAN RESOURCES
September 1, 2017**

POSITION: Health Center Public Relations and Marketing Coordinator (Part-Time)

DEPARTMENT: Levittown Health Center

DIVISION: Academic Affairs

HOURS: Part-Time, 12-15 Hours Per Week, Occasional Evening and Weekend Hours

General Description:

The position of Health Center Public Relations and Marketing Coordinator is a part-time appointment requiring service to the New York Chiropractic College to meet its mission. This position will specifically coordinate, support and assist the public relations and marketing initiatives that promote the programs and services provided at the Levittown Health Center.

Organizational Relationships:

1. Reports to the Health Center Administrator.
2. Works under the direction of the Health Center Public Relations and Marketing Manager.
3. Works closely with the Health Center Clinical Educator and Senior Clerk.
4. Collaborates effectively with faculty, staff and students.

Specific Duties and Responsibilities:

1. Works closely with the Health Center Administrator and the Health Center Public Relations and Marketing Manager to execute health center public relations and marketing plans.
2. Coordinates public relations and marketing activities in alignment with the college's branding initiatives that may include advertising, social media posts, photography, website updates, promotional/community events, presentations and others as assigned.
3. Collaborates with the Health Center Administrator to coordinate community events (health fairs, workshops, presentations, screenings, etc.) ensuring a clinician is present when required, and that students are scheduled and prepared to participate.
4. Oversees the awarding of student credit for public relations and marketing activities.
5. Participates in Health Center student orientation each trimester, and coordinates in-services to students on various topics, including, but not limited to, public speaking, public relations, marketing and advertising.
6. Assists students to develop materials for community presentations ensuring peer review by clinicians and as needed by the Health Center Administrator and/or Public Relations and Marketing Manager.
7. Collaborates with the Health Center Administrator to create and coordinate a process that allows all students to actively participate and deliver presentations.
8. Coordinates a media list and other public relations and marketing databases for the Health Center. Collaborates with Health Center Administrator, clinicians and students in sending patient letters/cards that may include recall, birthday, holiday cards or others.
9. Maintains a professional relationship with all NYCC and Health Center stakeholders.

10. Other duties as assigned.

Methods of Accountability:

1. Verbal and written communications with Health Center Administrator, Health Center Public Relations and Marketing Manager, health center faculty, staff and students.
2. Compliance with the college's policies.
3. Efficient and effective marketing and community activities that advances the image and mission of the Health Center.
4. Written feedback from students and other college constituents.
5. Annual performance evaluations by the Health Center Administrator with input from the Health Center Public Relations and Marketing Manager.

Mental and Physical Requirements:

1. Effective and professional verbal and written communication skills.
2. Responsible judgment.
3. Projects a positive and professional demeanor.
4. Able to work events which may be scheduled during the day, evenings and occasional weekends.
5. Excellent customer service, time management, organizational, and interpersonal skills are required.
6. Basic proficiency in PC use and Microsoft Office programs (Word, Excel, PowerPoint, and Outlook) in addition to social media platforms.
7. Ability to manage stressful situations in a fast-paced, multi-task work environment.
8. Some travel required.

Education, Training and Experience:

1. Degree and/or experience in public relations, marketing or related field. Bachelor's degree preferred.
2. Valid driver's license and ability to travel to off-site presentations as needed.
3. Experience in health care, higher education or related fields preferred.

NOTE: Due to the driving/ travel requirements, this position is subject to the College's Motor Vehicle Use Policy and the employee will be required to sign a release upon hire, as well as, annually; so that the College may obtain a Motor Vehicle Report for the personnel file.

If you are interested in applying for this position; please submit a cover letter, resume and contact information for three professional references to: the Office of Human Resources, 2360 State Route 89, Seneca Falls, NY 13148, or e-mail your response to: sbowman@nycc.edu

** Employment is subject to the favorable result of a background investigation and where applicable, confirmation of appropriate degrees and credentialing.*

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