

# Communications Specialist

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## About the Job

### Duties

Incumbent functions as Communications Specialist for the 901 Component 1 of the Communities Putting Prevention to Work (CPPW) program within the Division of Nutrition and Physical Activity (DNPA). The Communications Specialist will provide leadership in implementing all communications projects and activities for 901 Component 1 interventions, as well as other interventions from collaborating state agency divisions including the DNPA. The Director of the DNPA and the Director of the Healthy Communities Division will provide supervision for the Communications Specialist.

Representative duties include:

- Communicate with employers throughout the state on policy and environmental interventions.
- Establish specific communications plans for all 901 interventions.
- Provide leadership in the development and coordination of all elements of social marketing campaigns.
- Coordinate the development and maintenance of communication content for toolkits, fact sheets, PowerPoint presentations, and Agency Websites.
- Coordinate the development, review, and/or translation of messages with regard to language, literacy, layout, etc.
- Represent the DNPA in public forums.
- Develop and monitor communications project budgets and contracts.
- Provide communications support for all 901 interventions and other collaborating ISDH initiatives including the Indiana Healthy Weight Initiative and INShape Indiana.
- Travel throughout the state as determined by the objectives in the work plan and approved by the Director of the DNPA.
- Assist with grant reporting.
- Participate in internal and external workgroups and meetings as needed.

Candidate should hold at minimum an undergraduate degree (master's degree preferred) in communications/public relations or related major, as well as experience in health communications, preferably in a public health setting. Prefer someone with an interest and/or experience in communication of nutrition, physical activity, and tobacco cessation initiatives.

## Communications Specialist...continued

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### **Job Requirements**

- Extensive knowledge of Website development/management, twitter, blogs, and other social media.
- Knowledge and understanding of population-based health interventions.
- Strong oral and written communication skills.
- Ability to lead working groups whose expertise is needed to develop policy documents and regulations.
- Ability to work effectively with the staff of DNPA, ITPC, and other chronic disease programs, as well as state and local decision-makers and others outside the public health community.
- Ability to work under pressure/tight deadlines in a fast-paced environment.
- Ability to multitask and prioritize.

As a contracted employee of Knowledge Services, you will be responsible for meeting the needs and job requirements at The State Department of Health.

### **Contact Information**

Email: [ewhitt@isdh.in.gov](mailto:ewhitt@isdh.in.gov)