



The Town of North Andover is accepting applications for the position of:

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**SHARED SERVICES - HEALTH COMMUNICATIONS SPECIALIST**  
**Community and Economic Development**

**Supporting the communities of North Andover, Andover, Reading, North Reading,  
Lynnfield, and the City of Haverhill**

**Full-Time with Excellent Benefits**

**\*Anticipated Starting Salary Range \$51,185 to \$58,834**

\*Candidates' qualifications and experience and issues of internal equity will be considered.

**Candidates are required to submit a completed Town of North Andover  
Employment Application along with a resume and cover letter to  
[jobs@northandoverma.gov](mailto:jobs@northandoverma.gov) in order to be considered for this  
position. The Employment Application is available  
on the Town's website [here](#). Applications will  
be reviewed on a rolling basis.**

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**GENERAL PURPOSE**

This grant-funded position will support the towns of North Andover, Andover, Reading, North Reading, Lynnfield and the City of Haverhill. The Health Departments are engaged in an innovative initiative to strengthen core local public health services, to advance the recommendations of the 2019 Special Commission on Local and Regional Public Health and promote healthier communities across the region. The health communications specialist will establish and oversee marketing strategies with an emphasis on project planning, development, implementation and evaluation of materials and campaigns.

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

*An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties which the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function to satisfaction.*

- Plan, implement and evaluate marketing and outreach efforts.
- Produce and disseminate communication products, tools, events, activities and resources to engage external and internal audiences.

- Establish and provide leadership, direction and management of marketing strategies.
- Establish and maintain cooperative and collaborative relationships with local health directors, shared services staff, community partners and residents.
- Collaborate with local health directors, shared services staff, community partners, and residents to integrate messaging research into communications efforts.
- Collect data from programs, partners and staff to inform the development of health communications strategies and products.
- Translate complex public health data into reports and graphics for the general public.
- Manage social media accounts for the region and individual departments as requested.
- Oversee the translation of documents as requested by member municipalities.
- Promote events, programs and services.
- Monitor and track deliverables and resolve issues.
- Demonstrate cultural humility.
- Perform duties in a culturally- and linguistically appropriate manner.
- Support special projects and other duties as assigned.
- Assists with emergency preparedness and emergency planning.
- Responds to emergency call-outs as needed.
- Provides effective and efficient customer service and promotes and maintains responsive community relations.
- Follows safe work practices.
- Performs related duties as assigned.

## **QUALIFICATIONS**

### *Required Education, Training, and Experience:*

Graduation from an accredited college or university with a Bachelor's Degree in a marketing or communications-related field (Master's Degree preferred) and two (2) plus years of experience. At least one year of professional work experience in public health, healthcare, or government at the state, county or local level is preferred Or, any equivalent combination of education and experience that provides the following knowledge, abilities and skills:

### *Knowledge of:*

- Public Health Principles and practices, such as health promotion, disease prevention, public health statistics, communicable disease, social determinants of health, health equity, etc.
- Social media strategies and marketing strategies
- Design programs such as Canva or Adobe InDesign
- Basic design principles

### *Ability to:*

- Multi-task and prioritize work
- Work independently with minimal supervision
- Design and disseminate communications and promotional materials
- Translate complex topics into easy-to-understand materials
- Establish and maintain effective working relationships with supervisors, elected officials, residents, and members of the general public

- Ability to collaborate with programs and team members across the Middlesex-Essex region
- Demonstrate a commitment to diversity, equity and inclusion through continuous development

*Skill in:*

- Execute excellent oral and written communications
- Excellent computer skills including Microsoft Office, Word, PowerPoint, etc.
- Bi-lingual
- Initiative to conceive and implement new ideas to improve the success of the collaborative

## **NECESSARY SPECIAL REQUIREMENTS & CREDENTIALS**

- Must maintain a Valid Driver's License
- Must successfully complete a Foundations for Local Public Health Practice course within 1 year of hire

## **PHYSICAL REQUIREMENTS**

*The physical elements listed are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions:*

- Work is performed mostly in an office setting; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.
- While performing the duties of this job, the employee is frequently required to sit, stand, walk, kneel, talk and hear; use hands and fingers to handle, feel, or operate objects, tools, or controls and reach with hands and arms.
- The employee is occasionally exposed to dust, noise, and disease.
- The employee is occasionally exposed to adverse weather conditions including extreme heat, cold, wetness and humidity.
- The employee must frequently lift and/or move up to 20 pounds.

## **WORK ENVIRONMENT**

*The work environment characteristics described here are representative of those that the employee encounters while performing the essential duties of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of this job.*

Work is performed mostly in the office and field; hand-eye coordination is necessary to operate computers and various pieces of office equipment. Specific vision abilities required by this job include close vision and the ability to adjust focus.

## **SUPERVISION**

*Supervision Received:* Shared Services Coordinator

*Supervision Given:* None

## **SELECTION GUIDELINES**

Selections shall be made on the basis of qualifications, ability, and dependability. Formal application, rating of education and experience, oral interview, reference check, and job-related tests may be required.

*The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.*

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.*

*The job posting does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.*

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## **APPLICATION PROCESS**

All applicants are required to submit a completed Town of North Andover employment application along with a resume and cover letter to: [jobs@northandoverma.gov](mailto:jobs@northandoverma.gov), or by mail or hand delivery to Human Resources Department, Town of North Andover, 120 Main Street, North Andover, MA 01845. Resumes may be attached to the employment application but may not serve as a substitute for completing the required employment application. The Employment Application may be obtained on the Town's website [here](#), or by visiting the Human Resources Department, or by calling (978) 688-9526.

***Applications will be reviewed on a rolling basis.***

***Successful candidate will be required to undergo CORI screening***

Individuals who need accommodations in order to participate in this hiring process should contact the Human Resources Department at (978) 688-9526.

Questions regarding this hiring process should be addressed to:

Human Resources Department  
Town of North Andover  
120 Main Street  
North Andover, MA 01845  
(978) 688-9526

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