

Job Posting

Position Title: Communications Specialist
Department: Communications
Reports To: Director of Communications
Status: Full-Time, Exempt
Manages Others: No
Work location: Hybrid
Salary range: \$60,405.80 - \$65,000
Posting date: 7/9/25

Organizational setting:

Founded in 1974, Common Ground Health is one of the nation's oldest and most effective regional health planning organizations. Located in Rochester's Neighborhood of the Arts, the agency serves the nine-county Finger Lakes region. We bring together leaders from health care, education, business, government and other sectors to find common ground on health challenges. Using the region's most comprehensive health data, together we hammer out strategies for better care, smarter spending and healthier people. Through all of these activities, Common Ground Health seeks to promote population health improvement and reduce health care disparities in the Finger Lakes region. In November 2024, Common Ground Health combined with the Rochester Regional Health Information Organization and the combined entity is in the process of developing a new brand identity.

General Purpose:

The Communications Specialist generates communications that reflect and support the organization's brand and our population health initiatives. This position assists with the development of newsletters, email announcements, social media content, publications, multimedia projects such as video or podcasts, special projects and assignments related to strategic communication initiatives. The specialist designs inclusive and innovative approaches to communicating with partners and the community. This position assists on projects and activities led by other team members as assigned and will support multiple brands.

It is the organization's intention that employees receive training/professional development necessary to achieve the development of skills, knowledge, abilities and attitudes related to their job duties and individual development, and to the overall agency and its work plan deliverables. The communications specialist demonstrates a commitment to the mission, vision and values of the organization.

Responsibilities/Accountabilities:

- Shows commitment to Common Ground Health's efforts to increase health equity through data-informed collaboration and transformative solutions.
- With guidance from the Director of Communications, is part of a team that executes the organization's communications plan and media strategy.
- Works with the Communications Manager to create original content that aligns with the organization's communications plan and branding, including social media posts, videos, blog content, podcasts, presentations, promotional materials and e-newsletters.
- Manages the organization's social media accounts, including making posts and responding to messages and comments.
- Through social media, e-newsletters, and other communications, uses email marketing to communicate with community partners and volunteers to keep them engaged with the organization's on-going work and impact.

- Provides assistance to staff including copyediting written communications and providing original written content for requested projects.
- Assists in planning and implementation of organizational events.
- Represents the organization at occasional community/partner events.
- Ensures messaging is conveyed in clear and culturally relevant language and imagery.
- Works with project teams to ensure key project deliverables are met.
- Meets regularly with Common Ground Health's internal teams to ensure collaboration across the organization.
- Completes projects and activities as assigned by Director of Communications or other Common Ground Health leadership.

Competencies:

- The ability to work effectively on multiple complex projects simultaneously and maintain flexibility to adapt to a changing environment.
- Demonstrated experience in social media marketing, e-newsletters and content creation, including writing, copy editing and multi-media content creation.
- Demonstrated competence working with diverse communities and teams.
- Exceptional planning and organizational skills; good problem-solving and development of creative solutions; ability to manage time efficiently, meet deadlines, work independently and within a team structure.
- Ability to build positive relationships with people from a broad spectrum of disciplines.
- Ability to manage a project from start to finish.
- Ability to communicate complicated information with clarity and simplicity.

Minimum Qualifications:

- Bachelor's degree in a related field with at least 1-3 years of relevant experience; an equivalent amount of work experience with demonstrated success will be considered in lieu of a degree.
- Experience working with diverse groups of people across all organizational levels.
- Lived experience as a member of an impacted community is a plus.
- Proficiency in Microsoft office products (Word, Outlook, Excel and PowerPoint).
- Proficiency across major social media platforms (Instagram, Facebook, Twitter/X, LinkedIn, TikTok, etc.)
- Proficiency in social media management tools such as Hootsuite or Buffer.
- Proficiency in e-newsletter tools such as Campaign Monitor or Mailchimp.
- Familiarity with basic design tools such as Canva, Piktochart or Figma.
- Ability to work non-traditional hours on occasion such as evenings and weekends as needed.
- Has available transportation to travel as needed for agency business.

Physical Requirements:

- Must be able to work in a hybrid environment that requires both remote and in-person work.
- Ability and willingness to travel locally, as needed.
- Sits for long periods. Works long hours on a computer. Uses a keyboard. Reads printed materials or from a computer monitor.
- Occasionally required to climb or balance; and stoop, kneel, crouch or crawl. Must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.
- In support of the Americans with Disabilities Act, this job description lists only those requirements and qualifications deemed essential to the position.

DON'T MEET EVERY SINGLE REQUIREMENT? We still encourage you to apply! Studies show that women, non-binary applicants and people of color are less likely to apply for jobs unless they meet every single qualification. However, at Common Ground Health, our diverse backgrounds, perspectives, identities, and talents help us thrive.

Please send resume and cover letter to: employment@commongroundhealth.org.

CULTURE STATEMENT

Our Work

We build relationships among health care and human service providers, insurers, community-based organizations, community members, families and other partners to find common ground on our area's most pressing health challenges. Together, using health and community data, we develop strategies for better care, smarter spending and healthier people. By helping people work together to reach a solution, we improve outcomes through policy, systems and environmental change. The goal is to give every person a chance to be heard and part of the process. Through all of these activities, Common Ground Health seeks to improve population health, promote health equity and reduce health disparities in the Finger Lakes region.

Our Culture

Our foundation at Common Ground Health is built on our relationships with one another. We are learners, listeners, engagers, advocates, coaches, mentors, conveners, and more. Our staff is the most valuable resource the organization has for advancing our mission.

We create and maintain a physically, emotionally, and socially healthy work environment. We share our experience as a healthy and collaborative workplace as an example for others. We want our colleagues to look forward to coming to work each day to deliver the highest quality of work possible.

Our organization and our stories are ever-changing, growing, and improving. Everyone brings a unique perspective that enhances our collective work. We will embrace these differences as part of the process to achieve high quality outcomes. We celebrate "teachable moments" even, and especially when, they may be uncomfortable. We approach our relationships at Common Ground Health with integrity, transparency and objectivity. We value the unique contributions of our individual staff and volunteers and recognize the importance of both context and content expertise.

Working Here

Common Ground Health is an Equal Opportunity Employer. We offer competitive salaries and a wide range of benefits that include:

- A flexible benefits plan that includes comprehensive medical, dental and vision insurance, a flexible spending account, and AFLAC policies
- A generous time off package that includes PTO (paid time off), volunteer time off and paid agency holidays
- A flexible and friendly hybrid work environment
- 403(b) retirement plan with an employer contribution
- Professional development opportunities
- Agency paid life insurance, and short & long-term disability
- Employee assistance program (EAP) and discounts through my Better Benefits (mBB)