



POSITION ANNOUNCEMENT

Job title

Communications Manager

Background

Electra Hospital District serves as the center for healthcare services in the Electra, Texas, community. The award-winning Electra Memorial Hospital offers comprehensive medical services including laboratory, radiology, rehabilitation, and cardiopulmonary services, as well as a 24-hour emergency department, designated as a Level IV Trauma Center. The district also includes Electra Medical Clinic, Electra Home Health, Goldsmith's Drug, Electra Medical Supply, Electra Tri-Med Ambulance Service, Imagination Station Childcare Center, Iowa Park Clinic, Park Clinic and Iowa Park Pharmacy.

Job overview

The communications manager is tasked with maintaining the hospital district's positive image within the community and beyond through news releases, social media management and other writing. The successful candidate should be a natural storyteller with strong writing skills and impeccable grammar, spelling and punctuation. Attention to detail and the ability to juggle multiple tasks are required. The successful candidate will also work with the hospital district's advertising agency to plan and implement marketing campaigns.

Responsibilities and duties

- Write news releases and pitch stories to local broadcast and print media.
- Build and maintain relationships with local media, establishing Electra Hospital District staff as credible sources for all healthcare-related stories.
- Monitor media coverage.
- Write and curate content for five Facebook accounts.
- Manage Facebook accounts, consistently posting and monitoring for comments and questions. Work with appropriate staff to reply to questions and comments.
- Take photographs at events.
- Work with the hospital district's advertising agency to budget, plan and implement campaigns.
- Promote various community events as needed.
- Perform various writing tasks as needed.

Education requirement

Bachelor's degree in public relations, journalism, mass communications or related field of study.

Other requirements

- Skilled in Microsoft Word and Outlook, as well as Photoshop, Canva or other program suitable for social media design.
- Top-notch organizational skills.
- Excellent at managing time and prioritizing.
- An ability to work on big strategy plans as well as day-to-day tasks.
- A true team player.
- Ability to think both creatively and strategically.

Application process

- Apply online at electrahospital.com/employment.
- Email a resume and two writing samples and/or links to other work to employment@electrahospital.com.
- Please note after the first round of interviews, top candidates will be asked to complete a writing test and a spelling, grammar and punctuation assessment.