

Job Title: Social Media Specialist

Job Type: Nonmerit, part-time (24 hrs/week); nonmerit positions are at-will and are not eligible for benefits.

Compensation: \$12/hour initially

Description:

This position manages the social media accounts of the Salt Lake County Health Department (SLCoHD). SLCoHD social media platforms promote the department and its programs, strengthen the department's brand and community recognition, and promote and protect community and environmental health. This position also assists with other public relations duties as needed. This position is under the direction of the Communications Manager, with day-to-day operations managed by the Communications Coordinator.

You:

- Extensive experience with Twitter, Facebook, YouTube, Pinterest, Tumblr, Instagram, Snapchat, and other social media platforms—including campaign creation, management, and analysis
- A strong writer, with a solid grasp of proper grammar, spelling, and punctuation
- Skilled at conveying scientific and medical information in an interesting and understandable way
- Detail-oriented and deadline-conscious (we welcome and encourage OCD-like tendencies!)
- Dedicated to adhering to our established brand standards
- Possessed with exemplary independent judgment in defining the tone and content of communications with our constituents
- Able to prioritize tasks and work both independently and as part of a team
- A slave to organization, particularly in scheduling posts equitably among competing programs
- Able to apply common-sense understanding to carry out written or verbal instructions
- Entry-level candidates are welcome as long as you meet the above qualifications, have a strong work ethic, and happily take direction and accept constructive criticism

An Even Better You:

- Conversationally bilingual in Spanish
- Photography skills
- Videography skills
- Familiarity with public health topics
- Familiarity with HTML and web design

Who We Are:

The Salt Lake County Health Department promotes and protects community and environmental health in Salt Lake County. From restaurant inspections to birth certificates, from water quality to air pollution, from immunizations to fitness and nutrition, something we do touches every resident's life. Our topics are not always “sexy,” but they **are** always important; our daily work protects people and saves lives. We don't work in a hip, modern office with free soda, foosball, and Xbox, and we don't have cool clients that stop by with swag. We work in a plain office in a nondescript, monolithic government complex. But in addition to the financial compensation listed, we can offer you:

- Flexibility; as long as our platforms are populated consistently and you work the requested number of hours each week, you can decide what your regular (daytime!) work schedule will be
- Topical variety; with so many varied programs, you could be posting about air pollution one day and about an infectious disease outbreak the next
- The ability to make a difference in your community
- The opportunity to work with people who love their jobs. We don't work in public health for the glory or the money (as you've probably noticed); we do it because we love it—passionately—and because it's essential to our community's well-being.

To Apply:

Send cover letter email with attached resume to HealthPIO@slco.org.

Open until filled.