

**Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County  
Position Description**

<b>Job Title:</b>	External Affairs Officer	<b>Reports To:</b>	Director of External Affairs
<b>Department:</b>	External Affairs	<b>FLSA Status:</b>	Exempt
<b>Date:</b>	5-21-15	<b>Salary Grade:</b>	7
<b>REVISED:</b>	01-04-16	<b>NBU/BU</b>	Bargaining Unit
<b>REVISED:</b>	03-26-18	<b>Status:</b>	
<b>Approved By:</b>	Chief Executive Officer		

**PURPOSE**

Under the supervision of the Director of External Affairs, assists in promoting the public image, role and sustainability of the ADAMHS Board and a Recovery Oriented System of Care by creating printed materials and electronic media, such as news releases, brochures, flyers, websites, Facebook, Twitter, YouTube, etc. Designs, implements and facilitates marketing, public relations, social media, faith-based, and culturally competent activities to increase and maintain public awareness.

**DUTIES AND RESPONSIBILITIES**

1. Assist in developing and implementing strategies to promote the public image, role and sustainability of the ADAMHS Board and a Recovery Oriented System of Care.
2. Designs, writes, creates layouts, proofreads and distributes materials from the Board, as requested. This includes, but is not limited to, news releases, newsletters, brochures, flyers, annual reports, service directories, and community responses, in both written and electronic formats.
3. Assists in all External Affairs activities including, but not limited to, workshop scheduling, registrations, workshop staffing, maintaining attendance records, reporting during and after trainings, and tracking completed requirements and earned credits.
4. Develops and maintains social media including, but not limited to, the Board's Web site, Facebook, Twitter, YouTube, etc.
5. Establishes new and maintains existing social media relationships by proactively engaging in discussions surrounding behavioral health issues.
6. Monitors all social media outlets: pages, sites, blogs, etc. Posts responses as directed by supervisor.
7. Applies relevant social media techniques, processes and tools to improve overall awareness of the ADAMHS Board.
8. Recommends new social media tools, sites, and apps as part of the social media mix.
9. Serves as a presenter/speaker to a variety of audiences, including schools and businesses on behavioral health issues and levy and other campaigns.

10. Assists in coordinating and promoting internal and external ADAMHS Board awareness activities, as well as other public relations events, such as health fairs, town hall meetings, Mental Health month, Recovery month, and other national observances.
11. Works closely with community partners in promoting awareness, prevention and treatment.
12. Receives and reviews reports and maintains records of presentations and outreach efforts and results.
13. Keeps the community informed of events to increase awareness through social media.
14. Creates and implements plans and opportunities to involve youth and new perspectives to sustain the ADAMHS Board and the Recovery Oriented System of Care, such as the creation and staffing of a Board Youth Advisory Council.
15. Works with youth to increase awareness and promote prevention of behavioral health issues.
16. Assists the Board's Faith-based Outreach Committee and other Board committees as assigned by supervisor.
17. Attends and participates in Board and/or external meetings as assigned by supervisor.
18. Attends day and evening/weekend meetings and events as required.
19. Plans and implements culturally competent work products for faith-based events, trainings, written and electronic materials, and outreach efforts.
20. Assists in implementing and maintaining the ADAMHS Board Speakers Bureau.
21. Assists in photography and art program.
22. Responds to requests for Services Directories and other information.
23. Coordinates mailings.
24. Maintains professional knowledge by attending workshops, and reviewing professional publications.
25. Performs special projects as needed or directed.
26. Performs other related duties as assigned.

## **MINIMUM QUALIFICATIONS**

Bachelor's Degree in marketing, communications, or public relations.

Three years' experience working in a marketing, communications or public relations environment.

Knowledge and real-world experience in writing, editing and crafting content for social media space.

Knowledge of social media tools and techniques and an understanding of respective participants.

Understanding of and the ability to navigate the social media landscape.

Ability to work well under pressure and within the public eye.

Ability to attend evening/weekend meetings and events as required.

Ability to use Microsoft Office and to quickly learn InDesign, VPN and new tools.

Ability in graphic and publication design.

Strong interpersonal and presentation skills.

Excellent verbal and written communication skills.

Have a thirst for exploring new technologies, which can be used to further promote the ADAMHS Board and behavioral health issues throughout the community.

Understanding of diverse cultures.

Must be able to demonstrate professional and courteous skills.

Must be professional in appearance, attitude and motivation. Must be culturally sensitive and receptive to diversity in the workplace.

## **PHYSICAL DEMANDS**

Traditional office position which may require ability to use and operate office equipment and machines such as computer, telephone, fax machine, copy machine, adding machine and other equipment required to successfully perform the essential duties of this position.

Ability to transport oneself or arrange for transportation throughout the County and State.

## **WORKING CONDITIONS**

No adverse working conditions.

*This position description is not intended to be a complete list of all responsibilities, duties or skills required for the job and is subject to review and change in accordance with the needs of the Alcohol, Drug Addiction and Mental Health Services Board of Cuyahoga County. Since no position description can detail all the duties and responsibilities that may be required from time to time in the performance of a job, duties and responsibilities that may be inherent in a job, reasonably required for its performance, or required due to the changing nature of the job shall also be considered part of the job holder's responsibility.*

## **EMPLOYEE ACKNOWLEDGMENT**

I have read this position description and discussed it with my supervisor.

\_\_\_\_\_  
Employee

\_\_\_\_\_  
Date

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Supervisor

\_\_\_\_\_  
Date

