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Employment - Job Description

October 24, 2008

Online Communications Specialist II

The Public Health Institute (PHI) is a large non-profit public health organization conducting a broad range of public health research, training, and technical assistance programs in California, throughout the nation, and around the world. PHI is seeking a full time Online Communications Specialist II (OCS) for the Berkeley Media Studies Group (BMSG). This position is located in Berkeley, CA.

BMSG, a project of the PHI, conducts media content research, and provides strategic communications training and consultation for advocates on a wide range of public health policy issues. We are seeking an Online Communications Specialist to take our online communications to a new level of efficiency and impact. The primary role of the Online Communications Specialist at BMSG is to lead the effort to expand and upgrade BMSG's online presence, with the goal of delivering real-time information and advice to the public health advocates we serve.

This position requires a web-savvy individual with exceptional writing and project management skills; a commitment to harnessing the power of the web to support advocates working for social change; and a working knowledge of at least some public health policy issues. The Online Communications Specialist reports to the Deputy Director.

Duties & Responsibilities:

- Oversees day-to-day operations of BMSG's website, including content management.
- Leads design and development of new online functionality, including interactive community elements and content management through Drupal.
- Writes brief pieces on a wide variety of public health and strategic communications topics for online dissemination. Supports staff in strategically generating content for online dissemination.
- Leads marketing and community building effort to attract and engage advocates in our online community.
- Supports the BMSG Research Team by developing, managing and integrating FileMaker databases for use in various news media content analysis projects.
- Develops and begins tracking web metrics, to increase the usability and value of the website.
- Participates in writing of other media advocacy related projects, including media advocacy materials, news analyses, rapid response alerts, and other projects, as assigned.
- Works with BMSG's technology consultants to ensure smooth operation of all online communications technologies.

Qualifications:

- Bachelor's degree required. Major in public health, public policy, journalism, or related field

preferred.

- 3-5 years experience developing and managing online content for nonprofit and/or advocacy organizations required.
- Demonstrated experience in web/database management, including facility with online content management systems (Drupal preferred), and FileMaker Pro. Basic HTML/CSS skills.
- Experience in media advocacy and/or strategic communications campaigns on public health policy issues preferred.
- Excellent writing skills.
- Excellent project management skills.
- Ability to work effectively with non-technical co-workers and partners, and with diverse groups of people including community workers and academic researchers.
- Ability to take initiative and solve problems, to work collaboratively with other staff members, and to stay focused while handling multiple assignments/priorities.
- Desire to be part of a workplace that makes a difference.

Compensation:

Starting salary range is \$57,548 to \$67,169 DOE. PHI offers a generous benefits package including medical, dental, vision, short/long term disability insurance, life insurance, 403b (tax sheltered annuity) and partial subsidy of public transportation cost. For more information about PHI's benefits, please visit www.phi.org.

How to apply:

To apply for this position, click here [APPLY HERE](#) or go to PHI's Career Site at www.phi.jobs.

If you do not have internet access, PHI's mailing address for this position is listed below. Please send cover letter, resume and two short (1200 words or less) writing samples, along with an explanation of where the sample appeared and what the target audience is (links to online content are acceptable) ASAP to:

Public Health Institute
555 - 12th Street, 10th Floor
Department #173, Oakland, CA 94607-4046
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