

**Franklin County Board of Commissioners
Classification Specification & Job Description**

<u>CLASSIFICATION TITLE:</u> Benefits Analyst, Marketing & Communications	<u>CLASS NUMBER:</u> 60102	<u>FLSA:</u> Non-Exempt
<u>AGENCY/DIVISION:</u> Department of Human Resources/ Benefits & Wellness	<u>JOB TYPE:</u> Full Time, Classified	<u>PROBATION PERIOD:</u> 180
<u>BARGAINING UNIT:</u> Non-Bargaining	<u>PAY GRADE:</u> N14	<u>POSITION CONTROL #:</u> 060027
<u>POSITION LOCATION:</u> 373 S. High Street, 25 th Floor, Columbus, Ohio 43215	<u>TYPICAL WORK SCHEDULE:</u> Monday – Friday 8:00 AM – 5:00 PM	<u>SUPERVISOR (PCN):</u> Assitant Director, Benefits & Wellness (060019)
<u>JOB TITLE (PCN) OF THOSE DIRECTLY SUPERVISED:</u>		

CLASSIFICATION PURPOSE:

The primary purpose of the Marketing & Communications Benefits Analyst classification is to manage employee health and wellness program communications, including conceptualizing a plan, organizing resources, and creating and disseminating print, electronic and web media in order to promote member education and participation and support the administration and performance of the plan.

JOB DUTIES:

Create and manage short and long-term marketing and communication plans. Develop a strategy that is educational, activates member participation and influences behavior to achieve program goals.

Create and edit content that is visually appealing in various media forms, including but not limited to newsletters, booklets, form letters, websites, recorded webinars and video. Clearly articulate member and program requirements.

Manage workflow to operationalize communications strategy. Obtain needed approvals. Working with internal and external partners, oversee production and dissemination.

Lead assigned projects. Collaborate with vendors and project teams to identify, document, review, communicate and implement relevant business projects. Identify and drive cross promotional/integration opportunities to advance activations and efficiencies.

Work with partners to resolve conflicting feedback and escalated program issues. Advise and consult with agency director and staff regarding public relation aspects. Collect and provide data to staff on member behavior and trends. Prepare and distribute statistical analysis to support strategy execution and success. Facilitate various meetings. Maintain regular and predictable attendance.

These duties are illustrative only and you may perform some or all of these duties or other job-related duties as assigned.

MAJOR WORKER CHARACTERISTICS:

Knowledge of public relations; agency policies and procedures; government structure and process, graphic arts and social media. Skill in equipment operation. Ability to deal with problems involving several variables in familiar context; apply principles to solve practical, everyday problems; define problems, collect data, establish facts and draw valid conclusions; calculate fractions, decimals and percentages; complete routine forms; maintain accurate records, prepare meaningful, concise and accurate reports; work on most tasks alone; cooperate with coworkers on group projects; handle sensitive inquiries from and contacts with officials, and general public.

MINIMUM CLASS QUALIFICATIONS FOR EMPLOYMENT:

Bachelor's degree in journalism, public relations, communications, or related field with three (3) years of journalism, public relations, communications, or related experience; or any equivalent combination of training and experience

Additional Requirements

No special license or certification is required.

Supervisory Responsibilities

None required.

UNUSUAL WORKING CONDITIONS:

N/A

Acknowledgement of Receipt:

I acknowledge that I have received a copy of my position description and can perform the essential functions of the job duties as described in the position description.

Employee Name

Employee Signature

Date