Title: Project Specialist  
Classification: Barnstable County  
Department: Human Services  
Grade: SPT 3  
Reports to: Director  
FLSA Status: Exempt  
Effective Date: March 2020  
Union Status: Non-represented  

Summary

Professional, technical, and administrative support assisting with daily operation of communications, social media, related administrative functions of the Department, and all other related work as required.

Supervision

Works under the general direction of the Director of Human Services. Employee confers regularly with other department members on general strategies to accomplish the work of the department and specific projects. Keeps supervisor fully informed of obstacles/progress in completing tasks.

Essential Functions

The essential functions or duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Manages all aspects of Department’s social media including web sites, e-newsletters, and other social media tools. Responsible for creating and managing content that is integrated across platforms.

Develops print materials, including written and graphic content for newsletters, flyers, brochures, press releases, reports, and infographics.

Works with health and human services agencies and vendors in maintaining online resource directories/platform.

Provides demonstrations to various groups on the department’s online resources/service directories.

Develops effective strategies to disseminate Department information using a variety of media outlets and communication tools

Works closely with the County Communications Manager to support and progress communications objectives in order to build community awareness of the department’s initiatives.

Keeps organized records of activities and prepares reports on progress as requested

Meets on a regular basis to provide project updates and share relevant information with Department staff.
Performs similar or related duties, as required, or as situation dictates.

**Recommended Minimum Qualifications**

**Education and Experience**

Bachelor’s Degree from an accredited college or university in public health, communication, journalism, web content development or related field and 3 years of experience; or an equivalent combination of education and experience.

**Knowledge:** Knowledge of social media and web content development, public health, health communication, social media platforms & culturally appropriate communication strategies.

**Ability:** Ability to communicate effectively, plan, organize, analyze problems and formulate recommendations; establish and maintain effective working relationships with a variety of community organizations, vendors, and staff; learn quickly, manage multiple tasks and meet deadlines; prepare and disseminate written content and a variety of information to wide range of audiences; recognize the Department’s priorities and work cooperatively and collaboratively to support their accomplishment.

**Skill:** Skill in researching, writing, organizing, and editing information for publication on websites and in print publications. Computer skills that encompass effective use of word processing, spreadsheets, presentation, desktop publishing (Adobe InDesign, Publisher), event/email marketing software (e.g. Constant Contact, Survey Monkey), WordPress, and basic HTML.

**Required Licensing/Certification:** A valid U.S. Driver’s License

**Job Environment**

Work is generally performed in typical office conditions; with frequent interruptions and requests for information; involves periodic travel throughout the fifteen Cape Cod towns, attending meetings with the public, non-profit agencies and local government officials; periodic evening and weekend events across the County, therefore reliable transportation is required.

Small office environment, shared equipment and office space.

Operates own car to attend meetings, operates computer and standard office machines, including photocopier, laptop, and projector.

Engages in frequent contact with the public, community and human service providers, local, regional, and state government officials; contact is mainly by telephone and email.
Physical Requirements

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Minimal physical effort required. May be required to move/transport up to 25 pounds such as boxes and books. Ability to operate a keyboard and standard office equipment at efficient speed and to view computer screens for an extended period. Operates automobile to perform County-wide travel to transact business.

This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.

Equal Opportunity/Americans with Disabilities Act Employer