



FDOH PALM BEACH COUNTY

OPS Job Responsibilities Form

Name	Vacant
OPS Position Number	950258
Class Title	OPS Public Information Specialist
Center/Division or Program	HIV Program
Position Address	1150 45 th St, West Palm Beach, FL 33407

Narrative Description: This position is responsible for developing and coordinating the area HIV digital media presence through multiple platforms. Developing digital marketing strategies, creating social media content, collaborating with community partner organizations, and creating new ad campaigns to advance *Ending the HIV Epidemic* (EHE) in Palm Beach County. Tracking data from digital campaigns to assist with EHE goals.

- Incumbent should have a good rapport with internal and external customers, display a positive attitude, work in a flexible manner, be approachable, and work independently under the supervision of the Operations & Mgmt Consultant II-SES. Incumbent is part of a public health organization and is expected to promote cooperation, courtesy, and teamwork in a diverse environment.
- This position has access to Health Management System (HMS) for the purpose of recording Employee Activity Reports (EARS).
- This position's work will be actively guided by the *Palm Beach County Ending the HIV Epidemic (EHE) Plan*, including the four pillars and their goals, objectives, strategies and activities.
- Coordinate the jurisdictional HIV digital media presence.
- Collaborate with Program staff to create new digital ad campaigns and social media content.
- Maneuver digital marketing campaigns through all areas of the project life cycle.
- Identify opportunities to enhance campaign performance.
- Provide analytical reporting of campaigns to stakeholders.
- Drive performance of key metrics, (cost per action, return on investment) and help set future key performance indicators for campaigns.
- Measure performance of digital campaigns in terms of the county's *EHE* goals.
- Provide technical assistance to community partners in creating digital content.
- Serve as liaison between FDOH and our web development contractor.
- Employ current digital marketing techniques used in public health HIV prevention and patient care and in the jurisdictional/geographic area.
- Incumbent must have strong attention to detail and ability to effectively manage time.
- Perform other related duties as required.

Qualifications and Experience:

- Experience with marketing campaign idea development, creation, implementation, launching, monitoring and evaluation.
- Experience writing and testing various ad copy across multiple ad types.
- Deep knowledge of digital media platforms, including but not limited to: Facebook, Instagram, Google, Spotify, YouTube, and TikTok.



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- Knowledge in paid search, digital ad buying, social media marketing.
- High competency level in Microsoft Office suite products.
- Strong skills in written and verbal communication.
- Ability to use data to create compelling arguments to influence marketing and campaign decisions.
- Preferred candidate has a bachelor's degree in Marketing, Communication, English, Business, or Graphic Arts.

Signature and Date					
Print Incumbent Name here		Incumbent Signature		Date:	
Print Supervisor Name here		Supervisor Signature		Date:	