

Tennessee Department of Finance & Administration – Benefits Administration Division

Wellness/Digital Communications Coordinator (ASA4)

Salary Range: \$3,023 - \$4,835

Organization and Position Description

The Division of Benefits Administration (BA) within the Department of Finance and Administration is responsible for the day to day management of the \$1.5 billion State Group Insurance Program. BA staff administers multiple insurance plans for employees, retirees and dependents of three separate groups -- state agencies and higher education institutions, local education agencies and local governments -- that cover nearly 300,000 individuals. The Wellness/Digital Communications Coordinator is an integral part of the Division's communications and marketing team and reports directly to the director of communications and marketing. The team also includes a public information officer, a webmaster and a communications outreach coordinator all of whom handle additional communications duties as needed.

At the direction of the Assistant Commissioner, the Wellness/Digital Communications Coordinator is responsible for:

- Updating, monitoring and maintaining all social media accounts, updating a Wordpress site, filming and editing member testimonials as well as writing, editing and proofreading communications for the *Working for a Healthier Tennessee* initiative. This position interacts with three Regional Wellness Coordinators, Regional Site Champion and the Benefits Administration Wellness and Communications teams to develop and disseminate information around activities and events that build a sustainable culture of health and wellness in the workplace. There will be some travel across the state to plan, promote and publicize projects incorporating the three focus areas: Physical Activity, Healthy Eating and Tobacco Cessation. In addition, the wellness/digital communications coordinator will serve as the backup webmaster and be responsible for other writing projects as assigned.

Primary Responsibilities:

- Create and implement statewide social media outreach program
- Write and frequently post new content to the Internet and integrate interactive media into the overall communications strategy
- Serve as backup webmaster with ability to create and post content
- Coordinate web-based communications functions including creating content for Benefits Administration and ParTNers for Health Websites
- Work with director of communications and Public Information Officer to coordinate and implement comprehensive communications plan for benefit plans, including enrollment materials and specialized communications for various related programs
- Oversee a comprehensive communications plan for *Working for a Healthier Tennessee*
- Coordinate events and promotes health awareness, educational campaigns and behavioral change programs through group presentations, written materials and electronic media and events
- Update content for the "wellness toolkit"
- Write and edit forms, publications, and other communication documents and materials about wellness challenges and activities
- Create and prepare PowerPoint and other presentations for community events, legislative hearings and related meetings
- Research and write position statements, policy summaries, and talking points
- Oversee and prepare content for web-based communications functions
- Video production and editing
- Work in tandem with other marketing and communications team members to enhance public relations and outreach efforts for BA

Additional Requirements

- Demonstrated experience writing and posting for social media sites
- Excellent writing skills
- Knowledge of health promotion and wellness industry preferred
- High level of comfort with public speaking with small and very large groups
- Ability to work quickly and expertly on deadline
- Strong attention to detail
- Research skills
- Ability to work democratically and effectively with diverse groups and people
- Strong team player, willing to work in a collaborative environment
- Computer proficiency in Microsoft Office and Adobe Creative Suite Programs (Premiere, Captivate, Photoshop, In-Design)
- Demonstrated ability to work in Dreamweaver, and knowledge of HTML and CSS
- Knowledge of health insurance and benefits, including common practices and procedures preferred

Formal Education and Experience:

- Minimum of three to four years' writing experience in communications, public relations, health promotion or a related field.
- Proven news writing/editing skills (AP style)
- Strong verbal communications skills
- College degree in communications, journalism, marketing, public relations or related field or experience
- Ability to meet deadlines and manage multiple projects at one time
- Willingness to work occasional extended hours and be available for after-hours events.

Knowledge, Skills & Abilities:

- Informing
- Writing
- Organizing
- Action Oriented
- Presentation Skills
- Customer Focus
- Communications and Media
- Reading Comprehension
- Speaking
- Originality
- Written Comprehension
- Written Expression
- Speech Clarity
- Learning on the Fly
- Dealing with Ambiguity

Comprehensive benefits package includes individual and family plans for medical, dental, vision and short-term disability coverage. State match is available for 401K participants, immediate accrual for annual and sick leave.

If you qualify, please submit your resume, cover letter, two writing samples, links to social media sites you manage, a link to a video you have created and salary requirements by _____ to: Greta.Hollar@tn.gov. Resumes that do not contain additional information requested will not be considered.

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