

JOB DESCRIPTION/PERFORMANCE EVALUATION FORM

Position: Marketing and Public Relations

POSITION TITLE: Marketing and Public Relations Coordinator	DEPARTMENT: Administration
APPROVED BY: Click here to enter text.	IHA JOB CODE: Click here to enter text.
LATEST REVIEW OF JOB DESCRIPTION: 03/2014	LATEST REVISION OF JOB DESCRIPTION: 03/2014
FORMER REVISION: 6/12	EXEMPTION STATUS: Exempt <input checked="" type="checkbox"/> Non-exempt

Job Summary:
The marketing coordinator will direct the public relations and marketing efforts for the Hospital and help facilitate special functions held at or on behalf of Davis County Hospital.

JOB QUALIFICATIONS:
Education and Training: Bachelors' degree in marketing, communications, business, or other related field preferred.
Licensures/ Certifications: N/A
Experience: One year of professional experience in marketing or public relations similar field preferred. Healthcare Marketing experience strongly preferred.
Skills and Abilities: <ul style="list-style-type: none"> • Excellent oral and written communication skills, including ability to negotiate • Ability to work as a team-player with internal and external clients • Ability to multi-task and manage direction from multiple individuals • Self motivated, curious and able to complete projects independently with appropriate direction and feedback • Persistence and use of good judgment in overcoming challenges, addressing conflicts and solving problems • Comfort and initiative to seek advice, as appropriate • Flexibility and adaptability • Exceptional working knowledge of Microsoft Office Suite • Ability to adapt to new technologies and the online environment • Working knowledge of social media and online public relations • Working knowledge of multiple forms of media

REPORTING RELATIONSHIPS:	
Reports to: CEO	Supervises: N/A

Security Access: Based on matrix in HR- each position will be assigned “HIGH”, “MEDIUM”, or “LOW” Employee has access to restricted or confidential patient/financial information and must comply with the terms of Davis County Hospital Security Policies as it applies to their job role.

JOB PERFORMANCE DEFINITIONS:
5 – Outstanding. Consistently performs above the job expectations, continuously producing high quality results.
4 – Exceeds Job Requirements. Often performs above the job expectations, often producing high quality results.
3 – Fully Competent. Employee successfully performs all essential job functions on a continuous basis. May occasionally exceed performance expectations. An employee who is new in a position, but who has not yet become fully competent may still be rated a “3” if they are progressing at expected levels.
2 – Below Job Requirements. Usually successfully performs most job functions. May occasionally not meet some performance expectations.
1 – Unsatisfactory. Employee may meet some requirements of the job, however, one or more primary job functions need improvement
Reminder: Comments must be added for each area in which the standard has been exceeded (4 & 5’s) or the standard is below (2 & 1’s). Performance Improvement Plans also need to be developed for standards that is below (2 & 1’s). See HR for the PIP form.

Duties and Responsibilities					
The following description of job responsibility and standards is intended to reflect the major responsibilities and duties of the job, but is not intended to describe minor duties and other responsibilities as may be assigned. All are essential job functions according to ADA guidelines and are listed in order of importance.					
	Evaluation				
	5	4	3	2	1
Coordinates the Public Relations and Marketing efforts for the Hospital thru promoting employee and visitor understanding of hospital objectives through internal communications including developing displays and general information visual aids, utilizing bulletin boards, producing employee publications, and contributing information to committee meetings.					
Comments: Click here to enter text.					
	5	4	3	2	1
Develops public relations approaches by analyzing goals, interviewing people who understand the goals, analyzing needs, identifying and analyzing audiences and recommending public relations approaches.					
Comments: Click here to enter text.					
	5	4	3	2	1
Serves as the Hospital Public Information Officer through the writing of press kits, flyers, public service announcements, and feature					

articles. Disseminates news about the hospital to media, state and local governments, and the local community. Also serving as the facilities disaster PIO.					
Comments: Click here to enter text.					
Welcomes the public to the hospital by planning, coordinating, and overseeing special events, open houses, tours, and community outreach events.	5	4	3	2	1
Comments: Click here to enter text.					
Creates public relations materials by producing brochures, fact sheets, fliers, invitations, advertising, and other materials by working closely with all hospital department leaders. Determines when external assistance by a marketing vendor is needed and makes recommendations regarding that.	5	4	3	2	1
Comments: Click here to enter text.					
Maintains and updates content of the hospital website working collaboratively with IT. Works to enhance the website with new features and increase its interactivity. Develops the hospitals social media connection as a part of the hospitals marketing plan.	5	4	3	2	1
Comments: Click here to enter text.					
Assist with the development of grants with other hospital departments.	5	4	3	2	1
Comments: Click here to enter text.					
Maintains patient confidence and protects operations by following policy when responding to requests for hospital information, keeping patient information confidential. Follows policies when discussing patient information with the news media.	5	4	3	2	1
Comments: Click here to enter text.					
Responds to media inquires, both routine and emergency by coordinating with administration.	5	4	3	2	1
Comments: Click here to enter text.					
Provides support and encouragement to individuals or groups who contribute time, talent and/or financial support to Davis County Hospital.	5	4	3	2	1
Comments: Click here to enter text.					
Remains current concerning techniques and programs related to marketing and public relations and works to improve the quality through evaluating, redesigning processes, and implementing changes as needed.	5	4	3	2	1

Comments: Click here to enter text.					
Improves the marketing and public relations financial status by assisting in analyzing results, monitoring budget variances, identifying trends and recommending actions to administration.	5	4	3	2	1
Comments: Click here to enter text.					
Develops and executes a comprehensive marketing/public relations plan for the hospital.	5	4	3	2	1
Comments: Click here to enter text.					
Accomplishes hospital goals by accepting ownership for accomplishing new and different requests and exploring new opportunities.	5	4	3	2	1
Comments: Click here to enter text.					
Required to attend 75% of all applicable hospital required meetings.	5	4	3	2	1
Comments: Click here to enter text.					

Behavior Expectations for all Employees					
	Evaluation				
Mission and Commitment- Demonstrates commitment to DCH mission and values. Is respectful of all levels of the organization. Inclusive of diverse ideas, backgrounds, cultures.	5	4	3	2	1
Comments: Click here to enter text.					
Personal Characteristics/Ethics- Acts with integrity. Builds relationships on trust and respect. Holds self and others accountable; admits mistakes and learns from them.	5	4	3	2	1
Comments: Click here to enter text.					
Customer/Patient Focus- Makes customers/patients and their needs a primary focus. Is dedicated to meeting the expectations of internal and external customers/patients. Represents organization in a positive and professional manner. Solicits customer/patient feedback and uses it for improvement in service.	5	4	3	2	1
Comments: Click here to enter text.					
Teamwork- Actively participates as a team member to work toward completion of goals.	5	4	3	2	1
Comments: Click here to enter text.					

<p>Continuous Improvement- Participates effectively in process improvement changes. Originates action to improve existing conditions and processes. Uses appropriate methods to identify opportunities, implement solutions, and measure impact.</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Excellence – Demonstrates passion for excellence in day to day work activities. Delivers high quality results on time, contributes to departmental/organizational quality and / or process improvement efforts.</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Collaboration /Communication- communicates and interacts appropriately with all personnel, is open to others’ ideas and opinions, supports the department’s/organization’s efforts, maintains confidentiality, is viewed by others as an example of professional, considerate behavior. Maintains flexibility to adapt to different methods of achieving work-related goals. Open to change.</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Stewardship- Works efficiently, utilizes all resources in a cost-effective manner, adheres to organization’s policies and procedures, actively seeks ways to reduce cost and conserve resources to improve results. Demonstrates social responsibility. Is green</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Orientation- Assists with new employee orientation. Creates a receptive environment for new employees, making them welcome and assisting both informally and formally with new employee orientation.</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Dress Code- Wears ID badge at all times. Follows DCH dress code policy.</p>	5	4	3	2	1
<p>Comments: Click here to enter text.</p>					
<p>Attendance- Maintains proper attendance- stays within attendance policy guidelines. Regular/reliable attendance is required. Demonstrates flexibility in scheduling.</p>	5	4	3	2	1

Comments: Click here to enter text.					
Safety- Demonstrates safe work habits and knowledge of all related requirements and practices relative to job assignment. Completes incident reports according to policy for work-related illness or injury. Follows all established infection control practices. Assists in maintaining a safe environment at DCH. Knows emergency plans and participates in all emergency preparedness activities (including drills) in a professional and competent manner.	5	4	3	2	1
Comments: Click here to enter text.					

Physical Demands/Work Environment

Sedentary work: Exerting up to 20 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects, including the human body. Involves sitting most of the time. Walking and standing are required only occasionally.

VISUAL ACUITY REQUIREMENTS:

Work deals largely with preparing and analyzing data and figures, accounting, transcription, computer terminal, extensive reading, visual inspection involving small defects, small parts, operation of machines at distances close to the eyes.

Goals- mutually set between employee and leader			
		Met	Not Met
Current	1 Click here to enter text.		
	2 Click here to enter text.		
	3 Click here to enter text.		
Future	1 Click here to enter text.		
	2 Click here to enter text.		
	3 Click here to enter text.		

In signing this report the employee does not indicate agreement, but acknowledges he/she has received it. If he/she wishes to add a written statement concerning any part of the report, he/she may use the section below or attach an additional page.

I am attesting that I have reviewed the Employee Confidentiality Statement, the Standards of Conduct, and the DCH Behavioral Standards.

Employee signature/date Department

Manager signature/date

Senior Team signature/date