

Tennessee Department of Finance & Administration – Benefits Administration Division

Communications Outreach Coordinator (ASA4)

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

CONTACT: Greta.Hollar@tn.gov

The Division of Benefits Administration (BA) within the Department of Finance and Administration is responsible for the day-to-day management of the 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 Communications Outreach 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 social media coordinator all of whom handle additional communications duties as needed. The Communications Outreach Coordinator is responsible for external and internal communications projects and technical writing and document review for various State Group Insurance Program vendor partners and Benefits Administration as well as event planning and internal and external training activities. This position requires general knowledge of benefits information.

At the direction of the Assistant Commissioner the Communications Outreach Coordinator will:

- Work with director of communications and marketing to coordinate and implement communications plans for Employee Assistance, Life, Dental and Vision insurance and employee health clinic, including enrollment materials and specialized communications for various related projects

Primary Responsibilities:

- Create communications plans for Employee Assistance, Life, Dental and Vision insurance and employee health clinic, including enrollment materials and specialized communications for various related projects
- Technical writing and document review -- write and edit forms, publications, and other documents, including employee communications, handbooks, annual reports, brochures, websites and other related materials.
- Coordinate events for specialized training and information sessions, benefits fairs and other program-related functions
- Oversee web-based communications functions including creating content for voluntary benefits plans and work with webmaster and social media program to promote them
- Research and write position statements, policy summaries and talking points
- Create PowerPoint and other presentations for community events, legislative hearings and related meetings
- Work in tandem with other marketing and communications team members to enhance public relations and outreach efforts for BA.

Additional Requirements:

- Knowledge of health insurance and benefits, including common practices and procedures
- High level of comfort with public speaking with small and very large groups
- Excellent writing skills
- 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
- Ability to multitask

- Strong team player, willing to work in a collaborative environment

Formal Education and Experience:

- Minimum of three years of marketing or public relations or related writing experience
- Proven news writing/editing skills (AP style)
- Strong verbal communications skills
- Strong event planning background
- College degree in communications, 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 travel on occasion

Knowledge, Skills & Abilities:

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

Please respond with a resume, a letter outlining why you are interested in this position and two writing samples by January 6, 2016 to: Greta.Hollar@tn.gov

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