

PREVENTION FIRST

Multimedia Specialist

POSITION SUMMARY

This position is responsible for creating, strategically deploying, and analyzing digital and visual media content for an Illinois-based public health campaign. This role combines multimedia production expertise with social media strategy and management to effectively reach the priority audience. The ideal candidate blends technical proficiency with creative storytelling, health communication expertise, and data-driven social media strategy.

ESSENTIAL FUNCTIONS

- Design and produce multimedia assets that align with the campaign objectives and visual identity for web, social media, presentations, campaigns, and print.
- Ensures all content follows accessible communication guidelines, health literacy principles, and is culturally appropriate.
- Assist with campaign planning and content calendar development, including coordinating the timing of campaign rollouts to maximize reach and engagement.
- Prepare regular campaign-specific reports with actionable insights and recommendations.
- Collaborate internally to develop and implement comprehensive social media strategies.
- Adapt multimedia content for optimal performance across various social media platforms.
- Monitor and respond to comments, messages, and mentions across all campaign social media channels while maintaining brand voice and adherence to guidelines.
- Identify and respond to misinformation related to public health topics; implement crisis communication and reputation management protocols as needed; stay current on all relevant industry trends; use best practices for health promotion for diverse audiences.
- Track and analyze performance metrics for multimedia content across platforms.
- Utilize social media management tools for scheduling, monitoring, and reporting; follow best practices for content optimization and audience engagement.
- Keeps up to date with platform policies and ensures all content complies with community guidelines; stays current with the latest multimedia technologies and trends.
- Demonstrates commitment to valuing diversity, equity, and belonging and contributing to an inclusive working and learning environment.

PREVENTION FIRST

- Performs related administrative tasks; operates basic office equipment and presentation technology; utilizes communications and conferencing platforms (e.g., Zoom, Webex, Teams, etc.); uses best practices in all programs, including Microsoft Office Suite, Adobe Creative Cloud, and related programs, including website content management system.

POSITION QUALIFICATIONS

Bachelor's degree in Communications, Marketing, Graphic Design, Public Health, or a related field, with at least three years of experience in social media strategy and management, multimedia content creation and production, proficiency in social media management platforms and analytics, understanding of health literacy principles and accessible communication methods, and performing related tasks or any equivalent combination of education, training, and experience that provides the necessary knowledge, skills, and abilities for this role. Requires experience with video editing and graphic design software (Adobe).

DESIRED SKILLS AND ABILITIES

- Attention to Detail – Ability to achieve thoroughness and accuracy when completing a task.
- Creative - Ability to produce new concepts, ideas, and innovative solutions.
- Goal Oriented - Ability to focus on a goal and obtain a pre-determined result.
- Excellent Communication Skills – Ability to organize and convey ideas clearly in writing and verbally.
- Interpersonal - Ability to get along well with a variety of personalities and individuals; ability to build inclusive partnerships that bring together a diverse array of stakeholders to engage in authentic collaboration.
- Critical Thinking – Ability to analyze and evaluate an issue in order to form a judgment.
- Experience with public health campaigns or harm reduction messaging

ABOUT PREVENTION FIRST

Prevention First is a nonprofit and the leading organization for knowledge-building and the dissemination of evidence-based prevention strategies. Our mission is to equip communities with resources and support to build pathways that prevent substance misuse and promote safety and lasting well-being for all through training, education, and partnerships. Since 1980, Prevention First has provided training, technical assistance, and resource materials to thousands of schools, community groups, parents, and youth. We specialize in building the capacity of practitioners to build and sustain effective community coalitions to prevent substance abuse, develop comprehensive strategic prevention plans, and select and implement appropriate evidence-based prevention strategies. We are funded through the Illinois Department of Human Services and offer our services throughout the state.

We offer an exceptional benefits package to our full-time employees (80% and above):

- Paid Time Off Accrual System (eligible day 1)
- Paid holidays
- Medical, dental & vision
- 401(k) plan (eligible after 90 days, vested after 1 year)

This is a full-time, FLSA-exempt position, reporting to the Director of Programs. We have locations in both Chicago and Springfield, with remote options. The salary range is \$52,000 - \$55,000.

PREVENTION FIRST

Prevention First is committed to creating a diverse environment and is proud to be an equal opportunity employer. We're committed to having an inclusive and transparent environment where every voice is heard and acknowledged. We are dedicated to equality and believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin, and all the other unique characteristics that make us different.

APPLICATION

We strongly encourage people from underrepresented groups to apply. Please e-mail your cover letter and resume to humanresources@prevention.org.