



ILLINOIS PUBLIC AWARENESS PROJECT COORDINATOR

POSITION SUMMARY

There is a growing population of people who have lifetime adverse experiences and use substances as a coping strategy. This position will help research, develop, and execute a communication strategy that is culturally responsive to the needs of diverse priority audiences and amplifies resources for healthy coping strategies.

ESSENTIAL FUNCTIONS

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required or assigned.

- Research, develop, and execute a strategic research plan to identify the needs of the priority audience(s).
- Leverage existing research to identify connections between adverse experiences and substance use.
- Utilize a health equity lens in project planning and implementation.
- Identify state-funded programs that have resources to help meet the needs of priority audiences.
- Create a contacts database to track identified resources, outreach activities, and other information as needed.
- Help build and maintain effective relationships with identified state-funded programs and key stakeholders to cultivate partnerships to strategize, plan, and collaborate efforts for the success of public awareness projects.
- Help develop a plan to amplify state-funded agencies' resources that identify healthier (non-substance use) strategies to cope with adverse experiences (i.e., witnessing or experiencing trauma, violence, mental health issues, etc.).
- Help create a marketing plan to promote the resources through strategic channels, including websites, social media, traditional media, press releases, etc.
- Help market public health messages to drive priority audiences strategically and efficiently to online resources.
- Facilitate collaboration and communication with state-funded programs, consultants, and subject matter experts.
- Identify and promote relevant resources of state-funded programs.
- Manage project-related documents by ensuring all necessary materials are current, properly filed, and stored.

PREVENTION FIRST

- Coordinate the ongoing assessment and evaluation of program initiatives, develop needs assessments, analyzes reports, and make recommendations on program enhancements.
- Develop scope of work, coordinate tasks, responsibilities, and project deadlines with subject matter experts and project consultants to support the development of public awareness initiatives; provide general guidance and supervision to contractors; monitor activities of consultants to ensure proper use of resources.
- Maintain current, comprehensive knowledge of relevant mental health, substance use, prevention, and public health industry trends.
- Utilize current research on effective public awareness communication strategies and message planning.
- Use best practices for health promotion planning and development.
- Demonstrate commitment to valuing diversity and contributing to an inclusive working and learning environment.
- Perform related administrative tasks; assist in monitoring the project budgets; monitor expenditures for compliance with the approved budget and to ensure adequate resources; obtain and process related invoices; prepare various reports and documents.
- Assist in developing various reports and documentation as necessary and required by the funder; prepare various correspondence; compile data as needed.
- Operate basic office equipment, including a phone system, computer, copier, and related technology; utilizes various computer software programs, including Microsoft Office Suite, Adobe Creative Cloud, and related programs, including website content management system.

POSITION QUALIFICATIONS

Bachelor's degree in Communications, Community Health Education, or related field preferred with a minimum of three years experience in developing and implementing strategic communication plans, public awareness initiatives, and working with state-funded agencies; or any equivalent combination of education, training, and lived experience which provides the requisite knowledge, skills, and abilities for this job.

DESIRED SKILLS AND ABILITIES

- Attention to Detail – Ability to achieve thoroughness and accuracy when completing a task.
- Critical Thinking – Ability to analyze and evaluate an issue in order to form a judgment.
- Creative - Ability to produce new concepts, ideas, and 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.



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 advance efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence-based and collaborative approaches, including training, support, and public awareness. 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 Communications. We have locations in both Chicago and Springfield, with the opportunity to work remotely. The salary range is \$53,000 - \$55,000.

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.