

# PREVENTION FIRST

## Health Communications Specialist

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### POSITION SUMMARY

This position is responsible for developing and executing strategic health communications for drug prevention campaigns aimed at diverse audiences, including middle school students, emerging adults, and parents. This role combines content creation, data analysis, and strategic planning to optimize campaign effectiveness across digital platforms. The work is carried out under the supervision of the Director of Communications.

### ESSENTIAL FUNCTIONS

#### STRATEGIC PLANNING & ANALYSIS:

- Analyzes campaign performance data from Google Analytics, Facebook Insights, Instagram Analytics, LinkedIn Analytics, YouTube Analytics, and X (Twitter) Analytics (or others) to inform strategic decisions
- Presents findings and recommendations to internal teams and contributes to departmental strategy development
- Conducts audience research and segmentation for targeted audiences and campaigns
- Uses evidence-based best practices to optimize content delivery strategies across multiple platforms

#### CONTENT DEVELOPMENT:

- Creates compelling, audience-specific content for drug prevention campaigns and agency communications across print media, social media, website, and digital platforms
- Develops strategic messaging frameworks that resonate with diverse priority audiences while maintaining scientific accuracy
- Stays current on drug prevention research, communication trends, and platform best practices to inform content strategy

#### DIGITAL PLATFORM MANAGEMENT:

- Manages and optimizes social media channels (Facebook, Instagram, LinkedIn, YouTube, X) to drive audience engagement and direct users to the agency website for resource access and training registration
- Maintains agency website, including content updates, structure, and accessibility, using web analytics to optimize user conversion pathways
- Tracks and reports on engagement metrics, website traffic, resource downloads, and training registrations to measure effectiveness and inform strategic improvements

#### DESIGN & PRODUCTION:

- Develop digital media utilizing Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Creates visual content that supports strategic messaging while meeting accessibility and brand standards
- Collaborates with team members to ensure design consistency across all campaign materials

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Performs related communication department administrative tasks; maintains and updates organizational style guide; photographs activities at conferences, training and other related events.

Demonstrates commitment to valuing diversity and contributing to an inclusive working and learning environment.

Operates basic office equipment including a phone system, computer, fax machine, copier, and related machinery; utilizes various computer programs including Microsoft Office Suite, Adobe Creative Suite (especially InDesign, Photoshop, and Illustrator) and related programs including website content management system.

## **POSITION QUALIFICATIONS**

Bachelor's degree in Communications, Public Health, Marketing, Community Health Education, or related field with a minimum of three years' experience in strategic health communications, digital content creation, and social media management; or any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities for this job.

### **Required Experience Must Include:**

- Developing and managing content for multiple social media platforms with measurable engagement results
- Using analytics platforms (Google Analytics, Facebook Insights, Instagram Analytics, LinkedIn Analytics, YouTube Analytics, X Analytics) to inform strategic decisions
- Creating audience-targeted messaging for health promotion and agency marketing
- Website content management and optimization for user conversion
- Adobe Creative Suite proficiency (InDesign, Photoshop, Illustrator)

### **Preferred Qualifications:**

- Experience with drug prevention, substance abuse prevention, or public health campaigns
- Background working with diverse audiences, including youth, parents, and emerging adults
- Demonstrated success in driving social media traffic to website conversions
- Knowledge of evidence-based health communication strategies

## **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

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## **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 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](mailto:humanresources@prevention.org).