



COMPANY: Family Healthcare Foundation
JOB TITLE: Education and Outreach Specialist
REPORTS TO: Executive Director
LOCATION: Greater Tampa Bay Area, Florida, Hybrid-position
EMPLOYMENT TYPE: Full-Time or Part-Time depending on candidate
STATUS: Hourly; Non-Exempt
COMPENSATION RANGE: \$26-\$30/hour

Business Need

The Education and Outreach Specialist strengthens the Family Healthcare Foundation's community presence and impact by leading outreach, marketing, and communications activities that connect individuals and families to high quality healthcare coverage and trusted resources. This role is responsible for developing clear, accessible communications that reflect the organization's mission, values, and programs, while also identifying opportunities to engage the community through events and strategic outreach.

This position is ideal for a creative, detail oriented communications professional who can translate complex health coverage information into plain language, manage multiple communication channels, and collaborate closely with program staff to ensure materials are accurate, culturally responsive, and aligned with organizational priorities.

Key Responsibilities

Marketing and Communications

- Develop and implement outreach and communications plans to support organizational priorities, enrollment campaigns, and community engagement efforts
- Draft, edit, and publish content that is clear, accurate, and accessible for diverse audiences, including families with varying health literacy levels
- Support consistent messaging, tone, and visual identity across platforms and materials

Digital Media

- Manage the organization's social media channels, including content planning, posting, community engagement, and basic performance tracking
- Create compelling, mission aligned content such as graphics, short videos, photos, event promotions, stories, and coverage reminders
- Monitor messages and comments and route program related inquiries to the appropriate team members using established internal workflows

- Produce a recurring newsletter for partners and community audiences, including content planning, drafting, editing, and distribution
- Coordinate with internal team members to gather program updates, success stories, event opportunities, and timely policy or enrollment reminders
- Maintain a contact list and support audience growth through sign up promotion and partner outreach

Event Identification and Outreach Presence

- Identify, respond to staff suggestions, and coordinate outreach opportunities and events that align with target audiences and program priorities
- Maintain an outreach calendar and support logistics, materials, and event follow up
- Support relationship building with community partners to increase visibility and referrals

Cross team collaboration

- Coordinate with program staff to translate updates, resources, and policy changes into timely public facing communications
- Support storytelling and impact communications, including collecting program highlights with appropriate consent and privacy safeguards

Critical hiring requirements

Knowledge & Experience

- Experience managing social media for an organization, program, or mission driven initiative
- Experience creating newsletters or other recurring communications preferred
- Familiarity with public health, healthcare access, or nonprofit services preferred
- Bachelor's degree preferred, or equivalent combination of education and relevant experience

Skills

- Marketing and communications strategy
- Social media content planning and scheduling
- Writing and editing for plain language and public audiences
- Newsletter development and email marketing tools
- Basic graphic design and content creation skills
- Event coordination and outreach logistics
- Relationship building and partner communications

Behaviors

- Mission driven and community centered
- Clear communicator with a warm, respectful tone
- Highly organized with strong follow-through
- Proactive, solutions oriented, and comfortable working independently
- Collaborative and responsive in a fast-paced environment
- Curious learner who seeks feedback and continuously improves
- Valid driver's license and reliable transportation

PHYSICAL DEMANDS:

Light to moderate physical activity performing activities to include:

- Sitting, standing, and walking for extended periods of time
- Lifting and carrying up to 25 pounds, including outreach materials and event supplies
- Using manual dexterity to handle materials, set up displays, and operate standard office and mobile devices
- Using close, distant, peripheral, and depth perception
- Working in a well lit, heated, and or air conditioned indoor office setting with adequate ventilation
- Working outdoors at community outreach events and activities, including exposure to varying weather conditions such as heat, humidity, rain, wind, and sun
- Occasional local travel to outreach events, partner meetings, and community convenings

BENEFITS:

- Group Insurance: The Family Healthcare Foundation offers comprehensive group insurance plans: medical, dental, vision, and life insurance for team members and their families.
- Employee Assistance Program free to employees.
- Paid Time Off (PTO) and Holidays for Full-time employees: Employee's Paid Time Off (PTO) is gifted at a rate of 15 days per year, and benefits are increased in year five of employment. Employees also receive 10 paid holidays each year.
- Retirement Plans: The Family Healthcare Foundation offers a 401k with an up to 3% match.
- This position is based on a work-from-home environment, with regular in person meetings and community outreach events throughout the month, including occasional outdoor and evening or weekend activities based on outreach needs.