



**North Carolina Healthy Start Foundation
Job Announcement**

**Young Moms Connect Project Coordinator
Available February 15, 2012 – May 31, 2013
20 hours minimum, but not full-time**

Coordinate social media campaign for young women who are pregnant and/or parenting and are looking for health and safety information and resources for themselves or their child. Program focuses on five counties, includes some statewide reach. Goal is to provide reliable health information, free resources and connect young moms with others who may be in a similar situation. Position is based in Raleigh office. Some statewide travel required.

Major Areas of Responsibility

- Write and supervise production of radio and television ads
- Media placement
- Media evaluation
- Update website content
- Continue partnerships with interagency groups and local project coordinators
- Develop, recruit and conduct focus groups
- Identify community groups to produce relevant videos, coordinate production, editing
- Maintain Face book presence with blogs from young moms in project counties
- Respond to text messages from young moms
- Supervise staff and consultants, as needed
- Provide technical assistance, as requested
- Evaluate and report on activities

Minimum Qualifications:

- Master's degree in Communications/Marketing, Public Health and three years experience educating the public about women's and family health issues OR
- Bachelor's degree and five years related work experience
- Demonstrated project management, health marketing and media production

Work Experience/Skills Preferred:

- Social marketing experience and successful outreach to local and statewide agencies (private and public), health and social service professionals and families
- Excellent verbal and written communication skills
- Experience working in racially and ethnically diverse communities; experience developing culturally appropriate educational messages and materials
- Experience working with media and videographers
- Highly motivated, self-starter who can also work as a team player
- Outgoing and creative

Specifics:

This consultant/part-time temporary position is located in Raleigh and is available immediately. Compensation: \$25-28/hour; no benefits associated with this position.

Send resume by February 13, 2012 to: jobs@ncealthystart.org

Subject line: YMC Project Coordinator

Young Mom's Connect, a collaboration with the N.C. Division of Public Health, North Carolina Healthy Start Foundation, UNC-Greensboro and the March of Dimes, is funded by a federal grant that ends in 2013. www.youngmomsconnect.org

The N.C. Healthy Start Foundation is a private, non-profit organization which conducts on-going public education campaigns, provides professional training and technical assistance, advises state and local policymakers and focuses on reducing infant death and illness and improving the health of young children.