

**FRANKLIN COUNTY DEPARTMENT OF HUMAN  
RESOURCES**

**invites applications for the position of:**



**Benefits Analyst, Marketing &  
Communications**

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<b>SALARY:</b>	\$23.51 Hourly
<b>AGENCY:</b>	Department of Human Resources
<b>OPENING DATE:</b>	05/10/22
<b>CLOSING DATE:</b>	05/23/22 11:59 PM
<b>TYPICAL WORK HOURS:</b>	Monday - Friday 8:00 AM - 5:00 PM
<b>BARGAINING UNIT:</b>	Non-Bargaining
<b>PROBATIONARY PERIOD:</b>	180 Days
<b>CLASSIFICATION PURPOSE:</b>	

The primary purpose of the Marketing & Communications Benefits Analyst classification is to manage employee health and wellness program communications, including conceptualizing a plan, organizing resources, and creating and disseminating print and electronic media in order to promote member education and participation and support the administration and performance of the plan.

**JOB DUTIES:**

Create and manage short and long-term marketing and communication plans. Develop a strategy that is educational, activates member participation and influences behavior to achieve program goals.

Create and edit content that is visually appealing in various media forms, including but not limited to newsletters, booklets, form letters, websites, recorded webinars and video. Clearly articulate member and program requirements.

Manage workflow to operationalize communications strategy. Obtain needed approvals. Working with internal and external partners, oversee production and dissemination.

Lead assigned projects. Collaborate with vendors and project teams to identify, document, review, communicate and implement relevant business projects. Identify and drive cross promotional/integration opportunities to advance activations and efficiencies.

Work with partners to resolve conflicting feedback and escalated program issues. Advise and consult with agency director and staff regarding public relation aspects. Collect and provide data to staff on member behavior and trends. Prepare and distribute statistical analysis to support strategy execution and success. Facilitate various meetings. Maintain regular and predictable attendance.

These duties are illustrative only and you may perform some or all of these duties or other job-related duties as assigned.

Please go to <https://secure4.saashr.com/ta/6161230.careers?CareersSearch> to apply today!

This office observes COVID-19 protocols. All employees are required to be either vaccinated or test frequently.

## **MINIMUM QUALIFICATIONS:**

Bachelor's degree in journalism, public relations, communications, or related field with three (3) years of journalism, public relations, communications, or related experience; or any equivalent combination of training and experience.

## **ADDITIONAL REQUIREMENTS:**

No special license or certification is required.

### **Supervisory Responsibilities**

None required.

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APPLICATIONS MAY BE FILED ONLINE AT:

<https://secure4.saashr.com/ta/6161230.careers?CareersSearch>

373 S. High Street, 25th Floor  
Columbus, OH 43215

Position #503597440  
BENEFITS ANALYST, MARKETING &  
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AM

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