

Public Affairs Specialist

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| JOB FAMILY: Public Relations/Communication | BAND: HZI |
| FLSA STATUS: Non-Exempt | SAFETY SENSITIVE: N |

JOB SUMMARY:

The Public Affairs Specialist assists the Director of Public Affairs in establishing and maintaining successful relationships with community-based organizations, agencies, business groups, and other key stakeholders to enhance Health Net’s brand, visibility, and reputation. This position requires close coordination and effective communication with the Director of Public Affairs and representatives across lines of business and functional areas to support the Company’s business objectives in target markets.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Demonstrates regular, reliable and predictable attendance

Assists the Director in identifying, evaluating and fostering strategic community partnerships, opportunities and investments in target markets in alignment with Company’s business objectives and priorities through corporate giving

Assists the Director of Public Affairs to develop a strategic plan for strengthening current partnerships and cultivating new partnerships with community and business leaders, community organizations and/or trade associations, provider groups, local elected officials, and other key stakeholders

Executes on the Company’s sponsorship tasks including appropriate placement of logo and/or tribute book ad, providing promotional items, and securing key company representatives’ attendance at company sponsored events; tracks the Company’s corporate giving expenditures and report on activities

Coordinates with business and functional leaders in planning and/or supporting community education and outreach including events, speaker panels, and related grassroots activities to promote the Company

Represents the Company at external meetings and events, especially outside of normal business hours such as weeknights, weekends, and/or holidays

Liaise with internal departments to ensure alignment and consistency in achieving the Company’s brand awareness in target communities and key geographic markets

Adheres to Company policies and procedures, and government regulations

PERFORMS OTHER DUTIES AS ASSIGNED EDUCATION/EXPERIENCE/MINIMUM REQUIREMENTS:

- **Education:**

Bachelor’s degree in marketing, public policy, healthcare administration or related field preferred

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Job Code:

- **Certification/License:**

Must possess valid State driver's license and insurance coverage if driving a vehicle for company and/or for company business

- **Government Security/Clearance/Citizenship Requirements:**

N/A

- **Experience:**

Minimum three years of experience in managed care or health related field, nonprofit and/or philanthropic, legislative, political and/or public policy arena

Experience working with community-based organizations, chambers and/or trade associations, elected officials, or foundations/philanthropic organization preferred

Experience working with the uninsured, under-insured and diverse populations (culturally and linguistically) preferred

- **Knowledge, Skills & Abilities:**

Knowledge of the health care industry, government programs and managed care

Knowledge of major trends and developments affecting the industry and Health Net

Knowledge of federal, state, and local government operations

Appreciation for cultural diversity and sensitivity to the needs of and differences between cultural groups

Ability to work within a multicultural, multilingual team

Ability to work independently and be a team player working collaboratively across functions and business lines

Ability to anticipate, analyze and develop recommendations and/or solutions for situations requiring collaboration, negotiation or conflict resolution on projects and partnerships involving internal and external stakeholders

Personal computer skills, including proficiency with Microsoft Office Word, Excel, PowerPoint, internet and email

Public speaking and presentation skills

Organizational and time management skills

Written and verbal communication skills

Bilingual (written and verbal) abilities

Ability to travel as needed

Ability to work a flexible schedule including evenings, weekends, and/or holidays

May be required to lift up to 75 pounds

WORK CONDITIONS:

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The following section describes the general physical requirements for this position. Please note that 'constant' refers to more than 81% of time; 'significant' refers to 40-80%; and 'moderate' refers to 20-40% of the time.

Operates personal computers, printers, facsimile, telephones, copy machines and other commonly used office accessories/equipment.

Exposed to confidential information and expected to maintain confidentiality at all times; must adhere to HIPAA rules and regulations.

May be required to work outside of normally scheduled hours as mandated by the client, project and/or workload (e.g. evenings, weekends, and/or holidays).

May be required to maintain established work pace, meet deadlines; may have last minute urgent requests.

Physical activity may include: twisting, reaching, kneeling, bending, stooping, squatting, crawling, grasping, grabbing, pushing, pulling, repetitive motion, climbing, etc.

Required to have visual acuity to determine the accuracy, neatness, and thoroughness of the work assigned.

Required to have hearing ability to receive detailed information through oral communication.

Required to have speaking ability to express or exchange ideas.

Constant concentration may be required on various subjects by listening, reading and thinking clearly.

Interaction with others may be required. May need to listen, think, and speak in order to interact with others. Business interactions and behavior between coworkers and/or external customers are required. This may require face-to-face or telephone interactions.

Thinking at work may include listening, learning, analyzing, evaluating, and the ability to interpret what is seen and/or heard, or to link information from one issue to the next.

Constant computer usage including typing and/or eye strain.

Constant repetitive arm, wrist, hand and finger motions -- making repetitive movements (e.g. key boarding, filing, data entry).

Significant phone usage; headsets may be required.

Moderate use of other equipment including banners and signs.

Significant travel may be required between work sites and/or out of area.

Significant amount of time spent working in a loud office environment with frequent interruptions/distractions.

Significant sedentary work (desk bound or seated).

Significant reading is required via computer screen and/or bound printed materials.

OR

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Any combination of academic education, professional training or work experience, which demonstrates the ability to perform the duties of the position.

Effective Date:

Revised Date:

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