



Public Health Management Corporation
1500 Market St.
Philadelphia, PA 19102
215-985-2500

JOB DESCRIPTION

GRAPHIC + WEB DESIGNER

(Job Title)

PHILADELPHIA DEPARTMENT OF PUBLIC HEALTH DIVISION OF DISEASE CONTROL IMMUNIZATION PROGRAM

(Department/Division)

***POSTING DATE: 1/17/24**

PROGRAM SUMMARY: The Philadelphia Department of Public Health (PDPH), Division of Disease Control (DDC), works to prevent, control, and report on diseases and conditions that are contagious and/or affect the public's health. DDC helps prepare for public health emergencies and educates the community on how to stay safe and healthy.

As part of the PDPH DDC, the Philadelphia Immunization Program oversees the purchase and distribution of federally funded vaccines to local healthcare providers. As one of 64 U.S. Centers for Disease Control and Prevention (CDC) funded program areas, the Philadelphia Immunization Program is charged with the mission to prevent vaccine-preventable diseases and increase the immunization coverage levels among infants, children, adolescents, and adults in Philadelphia.

In line with this mission, the Philadelphia Immunization Program runs 3 federal vaccine programs: the Vaccines for Children (VFC) Program, the Vaccines for Adults at Risk (VFAAR) program, and the COVID-19 Vaccine Provider Program. The Philadelphia Immunization Program works to ensure that providers can access federal vaccines, quality patient educational materials, and training for proper vaccine administration and storage and handling.

***JOB DESCRIPTION:** The Graphic and Web Designer will be responsible for developing and maintaining the appearance of the Immunization Program's digital and print communications, ensuring that all communications are visually and tonally uniform, meet the city of Philadelphia's high accessibility standards, and are professionally made. The Graphic and Web Designer will be responsible for designing and creating communication materials and templates that other members of the Immunization Program may use to communicate with providers and the public. These include but are not limited to email newsletters, vaccination promotions, educational materials, and outreach campaigns. The Graphic and Web Designer will regularly maintain the Immunization Program's website and carefully review its content, keeping all information up to date, and ensuring that the website is easy to use. Additionally, this position will be responsible for the website's administration and will maintain an orderly backend for the website, ensuring

that documents and resource files are archived, security protocols are followed, and the website's content management system is regularly updated.

The Graphic and Web Designer will work closely with the Immunization Program team, particularly the Program Manager, Medical Specialist, and the Communications, IIS, and VFC teams. This position requires strong attention to detail and ability to work under tight deadlines. The ideal candidate is self-motivated with excellent communication skills, works well in a team environment, and has experience in healthcare or public health.

Additional program information can be found at vaccines.phila.gov.

***RESPONSIBILITIES:**

- Create and develop print and digital communication materials for the Immunization Program
- Manage content for the organization's web presence using content management software
- Provide backup support with updating and managing the Philadelphia Immunization Coalition website (10% of time)
- Coordinate graphic design and web projects across departments
- Maintain a consistent look and feel throughout all visual materials, digital and print
- Work with a cross-departmental team
- Copy, edit, and proof-read all web content
- Keep current with emerging web technologies and design trends through relevant blogs, listservs, and events
- Assure web-based information is archived for future needs and references
- Track and report on all site, social media, and outreach metrics
- Work cooperatively with key team members
- Establish and maintain effective working relationships with partners, contractors, and stakeholders
- Develop content for posting on various digital media outlets, including ensuring consistency across communication channels and working within state requirements and guidelines.
- Ensure communication activities are based on accepted principles, methods, and best practices
- Attend internal and external meetings as required
- Complete assigned contract deliverables, including required reports, within established timeframes
- Manage project work, as needed, including quality assurance and deliverable compliance
- Respond in real life public health emergencies
- Other duties as required

***SKILLS:**

- Exceptional communication and organizational skills
- Advanced knowledge of HTML and experience with popular content management systems (Drupal, Convio, Kintera, etc.)
- Ability to manage multiple projects in a fast-paced, deadline-driven environment
- Experience working with Adobe Photoshop, Illustrator, and InDesign programs
- Proven ability to build consensus and work effectively within a cross-departmental team
- Knowledge of 508 compliance and accessibility
- Knowledge of website statistics and optimization
- Familiarity with website security and plugin management

- Experience engaging public health partners at the state and/or local level, as well as digital media strategy and implementation
- Previous experience working in a healthcare setting preferred

***EDUCATION / EXPERIENCE:**

- **3-5 years' experience managing content and production for high traffic websites and/or working as a graphic designer.**

SALARY:

- \$60,000-65,000 commensurate with experience.

TO APPLY:

Interested applicants should submit an electronic **cover letter and resume** bundled into one document, to:

Rishi Sharma

Division of Disease Control, Philadelphia Department of Public Health

Email: rishi.sharma@phila.gov