

**JOB ANNOUNCEMENT**

**Position:** Communications Specialist  
**Supervisor:** Manager, Integrated Marketing Communications  
**Location:** Nashville, Tenn.  
**Classification:** Nonexempt

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**Job Summary:**

The Communications Specialist creates and develops the brand and product stories used by Marketing Team, ensuring consistent messaging across all platforms. This specialist plays a key role in developing and executing strategic communications programs for Delta Dental of Tennessee and the Smile180 Foundation to ensure goals, objectives, and deadlines are met.

**Primary Job Responsibilities:**

- Collaborates with the marketing team to develop, implement, and execute communication programs that support the overall corporate and marketing strategies, with the purpose of educating the market by telling the brand story and increasing brand, product and overall community awareness.
- Researches, writes, designs, and produces content for newsletters, presentations, web content, social media, press releases, etc., and coordinates with agency/freelance designers as required. Ensures brand voice is consistent in all materials and compliant with brand standards.
- Develops, oversees and manages social media profiles and presence, including Facebook, Twitter, LinkedIn, Instagram, and Medium, plus any other relevant channels, and posts routinely to all channels. Ensures the creation of timely and relevant social media content. Responds to customer concerns in association with Client Services and/or department management. Analyzes program success for continual optimization.
- Oversees the development and implementation of surveys for key audiences and provides analysis, including annual member and group satisfaction surveys. Evaluates emerging technologies for improvement of surveys and survey tools.
- Manages relationships with and activities of outside vendors and consultants, including creative agencies and social media support. Maintains budgets related to those activities.
- Researches, reviews, and evaluates new communications tools and emerging media that could better enable social media and public relations campaigns.

**Minimum Qualifications:**

- Position requires a bachelor's degree in Marketing, Communications or other related field and minimum five years' experience in Marketing, Project Management or related field. Will accept any suitable combination of education, training, or experience.

- Position also requires knowledge of research methodologies; excellent written and verbal communication skills; proficiency in Microsoft Office; and the ability to be organized and multi-task.

### **Disclaimer**

*This description is intended to indicate the general responsibilities and level of work difficulty that will be required of positions given this title, and should not be construed as declaring what the specific duties and responsibilities of any particular position should be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under their supervision. The use of a particular expression or illustration describing responsibilities shall not be held to exclude other responsibilities that are of similar kinds or levels of difficulty.*

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### **To Apply:**

Complete the [Delta Dental of Tennessee Employment Application](#).

We also ask that you complete and submit the Self-identification Forms for [Gender](#) and [Disability](#). We request this information because we do business with the federal government which requests this data. Completing these forms is voluntary, and any answers given will be kept private and will not be used during the hiring process or used against you in any way.

Submit the application and the Self-identification Gender and Disability forms by:

**Fax to:** (615) 244-8108

**Mail to:**

Delta Dental of Tennessee  
Human Resources  
240 Venture Circle  
Nashville, TN 37228

Delta Dental of Tennessee is an Equal Opportunity Employer.

[Read our complete EEO Policy](#)