



JOB DESCRIPTION

Position Title	Department	Reports to
Corporate Communications Generalist	Communications	Director of Corporate Communications
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> Exempt	March 2024

NOTE: This position is an office-based position located in Middleville, Mich. It is not a work-from-home position.

DEPARTMENT SUMMARY

The Corporate Communications Department is responsible for promoting the corporate image of HPS along with communicating the strategic benefits HPS aims for in addressing the needs of our Members, vendors, partners and staff. It is responsible for all corporate marketing, public relations, event planning, philanthropic events and employee programs with the goal of maintaining a positive mindset towards HPS and its mission to be relevant and provide value to our Members.

CORPORATE COMMUNICATIONS GENERALIST SKILLS:

Required

- Writing (Word) articles, web content, e-blasts, etc.
- Design (InDesign, Photoshop, Illustrator) for online and print publications

Desired

- Web content management, particularly social media
- Photography
- Event Planning

Beyond the tactical skills, this person will be:

- Highly creative and can juggle numerous tasks while paying attention to details and deadlines
- Able to work well with others and demonstrates being a true team player
- Able to accept criticism and suggestions for projects in a positive, collaborative manner
- Steadfast in adhering to our five Areas of Focus

1. Copywriting

- a) Research and write articles for all HPS vehicles, as needed
- b) Edit and proofread written materials and correct errors on all communications
- c) Provide copywriting support for marketing materials including websites, annual conference and print media

2. Social Media

- a) Maintain company presence on select social media outlets
- b) Create content updates relevant to what's happening at HPS

3. Event Planning

- a) Assist in coordinating all facets of all Corporate Communications events as requested, including planning, invitation development, site selection and set up, technology requirements, catering, promotions and other logistics
- b) Update staff on the status of all events

4. Graphic Design

- a) Provide design layout for select marketing materials as requested, typically e-blasts, one-pagers, flyers, postcards, etc.
- b) Visually represent HPS in a positive manner that will enhance the corporate image

5. Miscellaneous

- a) Generally assist the Corporate Communications Department to successfully execute its strategic goals, as requested and as needed
- b) Perform projects and assignments as requested by internal departments
- c) Maintain company policies and procedures via written communications
- d) Foster positive, productive working relationships with various departments throughout the company

8. Specific Duties

Since this is a new position, we will develop a list of specific duties this person will be required to do. This list will evolve and change over time.

Initially:

- a) Quarterly "Reminders" e-blast (new)
 - b) Quarterly Member survey (new)
 - c) Social Media postings, specifically LinkedIn
 - d) One-pagers
 - e) Refresh standalone marketing fliers/postcards
 - f) Name badges as requested
 - g) Member recognition on public site (concept needs vetting)
 - h) Assist staff as requested
 - i) Assist with annual board retreat
- Travel as needed.
 - Other duties as assigned.

LEVEL OF AUTHORITY:

- Maintains departmental company policies and procedures
- Approves all vendor marketing fliers to ensure company representation is appropriate
- Maintains the company brand and drive brand consistency across the company

EXPERIENCE

- **Three to four years' work experience**
- **Proficient in computer/technical applications such as:**
 - **Adobe Acrobat (PDF)**
 - **Illustrator**
 - **PhotoShop**
 - **InDesign**
 - **Craft CMS**
 - **HTML programming**
 - **Microsoft Office Suite**
 - **Web-based email applications**
 - **Premiere Pro (video editing)**
 - **Photography**
 - **Social Media**

COMPETENCIES

- **COMMUNICATION:** Ability to effectively receive and express ideas, both written and verbal; using clear and concise vocabulary and active listening skills.
- **DETAIL ORIENTATION:** Pay attention to detail, accuracy and completeness.
- **PLANNING AND ORGANIZING:** Ability to set priorities and allocate resources properly in order to effectively achieve work responsibilities and objectives.
- **TEAMWORK:** Effectively interacts with people by being able to share and receive information that supports team goals.
- **CREATIVENESS:** Ability to think in ways that produce something new or which lead to novel ideas.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Work in stationary position	Frequent
Move about work area	Occasional
Use hands/fingers to handle or feel	Frequent
Reach with hands and arms	Occasional
Climb (stairs/ladders) or balance	Never
Bend, stoop, kneel, crouch, or crawl	Never
Communicate with others	Frequent
Move objects up to 30 pounds	Occasional
Visual acuity	Frequent
Read and understand written word	Frequent
Drive or travel	Occasional
Operate computer and general office machines	Frequent
Operate machines or material handling equipment	Never
Work Environment	Office Setting

NOTE

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. HPS reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon HPS' at-will employment status.

COMPANY PROFILE

hpsgpo.com

Established in 1949, HPS is a group purchasing organization that provides competitive contracts/pricing on essentially everything our Members need to operate their organizations. Our Members have a direct impact on the communities they serve and are largely in the education, senior living and medical fields. In addition to our core contract offerings, we provide dealership pricing on furniture, finishes and equipment, which is complemented by interior design services.

Our mission is to help our Members realize their goals and financial objectives. This includes savings on cost of goods, reduced time staff needs for procurement, reduced transaction costs with prime vendor relationships, and expert knowledge on market costs and trends. Last fiscal year we grew to nearly 4,900 Members in 36 states and the District of Columbus. The volume through our contracts was more than \$1.1 billion last fiscal year; our membership grew by 2.5 new Members each business day last fiscal year.

HPS offers a competitive salary, bonuses and comprehensive benefits package.

Email your cover letter and resume to jobs@hpsgpo.com.