



Director of Communications

Job Code: COMM - 125
Revision Date: Dec 21, 2018

Salary Range:
\$31.51 - \$51.56 Hourly
\$2,520.80 - \$4,124.80 Biweekly
\$65,551.00 - \$107,235.00 Annually

FLSA: Exempt

Overview

We are an agency committed to innovative behavioral health services in trauma-informed care that promote healing and recovery to instill a sense of empowerment and foster a lifelong sense of resilience.

General Description

The purpose of this job is to develop and guide the strategy for all communications, website, social media and public relations messages. The position will develop a library of collateral material to consistently articulate EHN's mission to key publics as the Authority for mental health and intellectual/developmental disabilities through internal and external communication.

This class works independently, under limited supervision, reporting major activities through periodic meetings.

Duties and Responsibilities

The functions listed below are those that represent the majority of the time spent working in this position. Management may assign additional functions related to the type of work of the position as necessary.

- Supervises, directs, and evaluates assigned staff, processing employee concerns and problems, directing work, counseling, disciplining, and completing employee performance appraisals.
- Coordinates, assigns and reviews work and establishes work schedules; maintains standards; monitors status of work in progress; inspects completed work assignments; answers questions; gives advice and direction as needed.
- Develops, implements and evaluates the annual communications plan.
- Leads the generation and dissemination of online and social media content that engages audience segments and leads to measurable action.
- Responsible for the delivery of internal employee communication for a variety of company events/policies and details on EHN's numerous programs.
- Coordinates interviews for EHN subject matter experts for a variety of topics on mental health, IDD or substance use treatments.

- Manages communication vehicles to create momentum and awareness as well as to test the effectiveness of communications activities.
- Manages the development, distribution and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, and fact sheets.
- Coordinates webpage maintenance?ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Works closely with graphic designers on development of marketing material for EHN events, invitations, flyers, postcards, ad images, fact sheets, and brochures for the numerous EHN divisions and programs.
- Coordinate external community relations through community fairs, presentations, video's, outside projects with organizations.
- Develops systems to track and measure effectiveness of communication strategies and tactics.
- Coordinates events that engage EHN's departments encouraging the sharing of new department information.
- Performs other duties as assigned.

Minimum Education and Experience Requirements

Requires a Bachelor's Degree in Mass Communications, Marketing, Journalism or related major supplemented by two (2) years of progressively responsible experience in Marketing, Media Relations or related field; or possession of any equivalent combination of education, training, and experience which provides the requisite knowledge, skills, and abilities.

Experience with trauma-informed services; cognitive behavioral therapies, including DBT; and motivational therapies including the use of incentives, preferred.

Required Knowledge and Abilities

Knowledge of trauma-informed theories, principals, and practices (includes multi-faceted understanding of concepts such as community trauma, intergenerational and historical trauma, parallel processes, and universal precautions), preferred.

Physical Demands

Performs sedentary work that involves walking or standing some of the time and involves exerting up to 10 pounds of force on a regular and recurring basis or sustained keyboard operations.

Unavoidable Hazards (Work Environment)

- None

Special Certifications and Licenses

- Must possess and maintain a valid state Driver's License with an acceptable driving record.
- Must be able to pass a TB, criminal background and drug screen.

Americans with Disabilities Act Compliance

Emergence Health Network is an Equal Opportunity Employer. ADA requires Emergence Health Network to provide reasonable accommodations to qualified persons with disabilities. Prospective and current employees are encouraged to discuss ADA accommodations with management.

Other Job Characteristics

- Staffing requirements, including criteria that staff have diverse disciplinary backgrounds, have necessary State required license and accreditation, and are culturally and linguistically trained to serve the needs of the clinic's patient population.
- Credentialed, certified, and licensed professionals with adequate training in person-centered, family centered, trauma informed, culturally-competent and recovery-oriented care.

Note: This Class Description does not constitute an employment agreement between the Emergence Health Network and an employee and is subject to change by the Emergence Health Network as its needs change.