



Director of Communications & Marketing

POSITION SUMMARY

The Director of Communications & Marketing implements, monitors, and evaluates the organization's communication strategy, including advertising, promotions, and public relations to support marketing objectives and maximize the organization's positive exposure.

FLSA Status

This position is exempt under the Fair Labor Standards Act.

Reporting Relationship

Reports to the Chief Administration Officer

ESSENTIAL DUTIES AND RESPONSIBILITIES

Other duties may be assigned. The duties listed here are typical examples of the work performed; not all duties assigned are included, nor is it expected that all similar positions will be assigned every duty.

- In collaboration with the Board, the CEO, senior management, and the grantmaking team, develop, implement and evaluate an annual strategic communications plan to achieve programmatic goals, expansion-related priorities, and broader public awareness goals.
- Provide strategic advice on communications and marketing to the Board, Staff Team, and external audiences.
- Oversee and manage the development, distribution and maintenance of all print and electronic materials, including the organization's website and all social media accounts. Ensure that new information is posted regularly, and that all postings are consistent with the organization's goals and messaging strategy.
- Ensure that third party websites (e.g., grantees, public sector) contain appropriate current information about District/Foundation activities. Ensure that links are established and maintained with appropriate organizations.
- Serve as the key staff person on communications and marketing issues including media relations and crisis management.
- Oversee and manage the marketing, growth, and maturation of cvHIP (Coachella Valley Health Information Portal), the online directory of health resources in the Coachella Valley developed by the District/Foundation, and other important resources.

- Maximize online marketing opportunities including search engine optimization and social networking opportunities.
- Ensure that all printed materials are effective, produced to a high standard within budget, and delivered on time to the appropriate target audience.
- Collaborate with other health and wellness organizations to develop joint initiatives to market and promote key community health activities.
- Establish metrics to track and evaluate the impact and success of marketing campaigns
- Prepare reports on marketing and communications for the Board.

Supervisory Responsibilities

None

MINIMUM QUALIFICATIONS

To perform this job successfully, and individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education

A Bachelor's degree from an accredited institution, or the equivalent; degree in Communications, Marketing, Journalism, Public Relations or a similar area of study is preferred.

Professional Experience

A minimum of 10 years' experience working in a leadership position of a business where duties involved the management of comprehensive strategic communications programs for the purpose of advancing an organization's goals and objectives, preferably in the position of a Head of Public Relations or a Head of Content.

Language Skills

- The ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- The ability to develop compelling and engaging communication and marketing materials.
- The ability to write reports and business correspondence.
- The ability to effectively present information and respond to questions from groups of managers, constituents, internal and external stakeholders, and the general public.

Mathematical Skills

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.
- Ability to compute rate, ratio, and percent and to draw and interpret graphs.

Reasoning Ability

- Ability to solve practical problems and deal with a variety of concrete variables where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills

- Solid experience with computer skills in email and calendaring applications, and in using word processing, spreadsheets, presentation, and database software.

Other Skills & Qualifications

- Strong interpersonal skills with excellent judgment and creative problem solving skills.
- Ability to work effectively and efficiently in a collaborative setting.
- Strategic thinker able to provide lasting solutions for departmental issues
- Ability to offer proactive communication recommendations and keep the organization in the forefront of the healthcare community
- Ability to work in a diverse work environment.
- Ability to manage and prioritize multiple tasks and projects according to established organization criteria and protocols.
- Strong organizational and time management skills.

Certificates, Licenses, and Registrations

None.

Travel Requirements

This position does not require travel.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

The employee will sit, talk, hear, and use hands up to 2/3 of the time. The employee will stand and walk up to 1/3 of the time. The employee is routinely required to carry and/or lift up to 25 pounds.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.