

Codman Square Health Center

Position Description

Position Title: Director of Communications

Department: Executive Office

Reports To: Chief Advancement Officer / Chief of Staff

Position Summary:

Reporting to the Chief Advancement Officer/Chief of Staff (CAO/COS), the Director of Communications will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate Codman Square Health Center's mission. The Director of Communications will ensure that Codman Square Health Center is viewed as a primary source, disseminator, and conduit of information within the Dorchester and Community Health Center networks.

The Director of Communications will work closely with E-Team and Leadership Team members as the communications partner on a variety of strategic initiatives.

Primary Responsibilities:

1. Marketing, communications and public relations

- 1.1. Responsible for creating, implementing and measuring the success of:
 - 1.1.1. A comprehensive marketing, communications and public relations program that will enhance Codman Square Health Center's image and position with the marketplace and the general public, and facilitate internal and external communications; and,
 - 1.1.2. All Organization marketing, communications and public relations activities and materials including publications, media relations, client acquisition and so forth.
- 1.2. Ensure articulation of Codman Square Health Center's desired image and position, assure consistent communication of image and position throughout the Organization, and assure communication of image and position to all constituencies, both internal and external.
- 1.3. Responsible for editorial direction, design, production and distribution of all Codman Square Health Center publications (including but not limited to annual report, quarterly newsletter, provider directory, press releases, media kits, brochures, flyers, etc).
- 1.4. Coordinate media interest in the Organization and ensure regular contact with target media and appropriate response to media requests.
- 1.5. Act as Codman Square Health Center's representative with the media.
- 1.6. Coordinate the appearance of all Organization print and electronic materials (such as letterhead, use of logo, brochures, etc.) and serve as the brand manager, developing brand standards and policies

- 1.7. Develop, coordinate and oversee programs, technical assistance and resource materials to assist all Departments in the marketing, communications and positioning of their activities.
- 1.8. Ensure that Codman Square Health Center regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
- 1.9. Leads projects as assigned, such as cause-related Marketing and special events.
- 1.10. Provide professional quality photographs for Organizational needs.

2. Planning

- 2.1. Responsible for the achievement of marketing/communications/public relations mission, goals and financial objectives. Ensure that evaluation systems are in place related to these goals and objectives and report progress to the Executive Director and Board.
- 2.2. Develop short- and long-term plans and goals for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.

3. Managing

- 3.1. Recruit, train, appraise, supervise, support, develop, promote and guide qualified personnel, both paid and volunteer.
- 3.2. Ensure effective management within the marketing, communications and public relations function, with provision for succession.
- 3.3. Manage MyDorchester - Social Capital Inc/AmeriCorps Program
- 3.4. Manage, create content and maintain digital signage system
- 3.5. Keep abreast of industry changes

4. Organizational Strategy

- 4.1. Work with CAO/COS and event planner on all aspects of annual fundraiser – Men of Boston Cook for Women’s Health
- 4.2. Work closely with CAO/COS and CEO on special projects (Health Center / Education Vision Committee)
- 4.3. Manage Wayfinding Signage & Digital Signage to advance effective messaging and client experience
- 4.4. Manage various Health Center Staff annual events including Dorchester Day and National Health Center Week

Qualifications:

- Experience in (strategic) marketing
- Expertise in desktop publishing, graphic design, Microsoft office applications (Word, Powerpoint, Excel). Database management expertise is welcomed.
- Excellent written/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently

- Ability to interact professionally and productively with Health Center staff, Board, community groups, donors and other constituents
- Desire to have fun in a multi-task, fast-paced environment
- Ability to prioritize and attention to detail
- Commitment to help build a sustainable community in Codman Square
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives

A bachelor's degree is required with a minimum of 5-10 years experience in marketing and development, preferably in the healthcare field. Expertise in desktop publishing (Adobe Creative Suite), website development (Dreamweaver, etc) and CMS systems (Drupal, Joomla, WordPress), social media marketing, email marketing, Microsoft Office applications, and strong database management is required. Expertise in press relations is required. The ideal candidate will embrace an independent working environment and creatively work to develop a vibrant marketing and communications program, involving key constituents depending on the project but will also understand the importance of the interrelationship between tasks performed and the overall operation of the Health Center. Close collaboration and communication with supervisor is important. Ability to multi-task, prioritize and pay attention to detail within a dynamic work environment is imperative. Excellent written and verbal communication skills, and the ability to quickly master new computer programs/technologies are a must.