Job Title: Communications Director

Reports To: Chief Administrative Officer

Department: Administration

Position Number:

FLSA: Exempt

Employment Type: Full-time

JOB SUMMARY: The Communications Director will develop and maintain a high level of understanding of Tepeyac Community Health Center’s brand, target market, and outreach needs. The Director will serve as outreach strategy leader and reputation manager for the organization. The Director will work with the executive team to identify strategic partners and manage some partner relationships. As a member of the Leadership team the Communication Director supports the executive team with change management, as is responsible for external and internal communications during a period of exciting organizational growth. The Director with the Community Outreach and Enrollment manager will lead a team responsible for outreach, enrollment and health promotion and must be flexible and willing to execute at all levels.

This is a newly created position. The ideal candidate will exhibit confidence in establishing and defining this new role and flexibility as the role evolves. The leader in this position will be able to build, maintain and nurture existing and new relationships with staff at all levels and with other agencies and stakeholders. This position requires a strategic thinker who is collaborative, approachable, responsive, and trustworthy.

ESSENTIAL DUTIES & RESPONSIBILITIES:

Strategic Communication, Brand Management & Media Relations

- Develop outreach strategy and campaigns that will address various organizational needs and functions.
- Manage partnership relationships, brochure distribution calendar, quarterly in-person meetings with key partners.
- In collaboration with Tepeyac staff, develop and implement an achievable social media strategy to grow the digital community.
- Work with Development Director, Outreach and Enrollment Manager, including the Health Promotion team and enrollment team to create a communications plan and strategy for external audiences, ensuring consistent organization-wide communication and brand management.
- Field media requests, serve as spokesperson for the organization, provide media training for other members of staff and board.
- Develop talking points for executive leaders.
- Develop culturally relevant, unique, and engaging content to place strategically in various communication channels based on market research.
- Manage Tepeyac online reputation through social media comment response and other approaches as necessary.
• Edit written, graphic, and video content, ensuring consistent messaging and effective tracking parameters are included on all posts.
• Update content, links, videos, and photos on the Tepeyac website on a timely basis. Manage web search optimization.
• Gather and analyze data metrics to evaluate the efficacy, engagement, and reach of posted content.
• Manage online presence of Tepeyac on partner and community resource websites.
• Manage communications budget.
• Supports teams to ensure consistent language for grants and donor audiences.
• Promote Tepeyac and patient services through public relations initiatives.

Communications and Community Outreach
• Serve as Tepeyac spokesperson and prepare talking points when CEO or CHO are serving as spokesperson
• Serve as brand ambassador and teach all Tepeyac employees and Board members how to be brand ambassadors in their roles.
• Protect the Tepeyac brand. Respond to public and social media comments about Tepeyac.
• Execute on community outreach strategy developed by consulting team in 2022. Once executed, continue to improve upon the outreach plan by adding strategies and executing on these strategies.
• Report to executive team when new partnership opportunities arise and serve as primary Tepeyac liaison to partners.
• Note partnership requests for new contracts, new services, operational improvements, and follow-up with partners as requests are considered by executive team.

Internal Communications
• Develop internal newsletter to support executive team and support HR with change management and staff engagement.
• Assist in conveying brand messaging and business strategy concepts to staff.
• Improve communication efficiencies within Tepeyac.

Patient Communications
• Develop a strategy and plan to communicate with patients regarding Tepeyac services and health education
• Increase patient awareness of Tepeyac existing offerings and services
• Create a patient newsletter and patient resource booklet to engage patients in new information about Tepeyac services and to ensure patient awareness of existing offerings.
• Manage patient outreach such as flyer board in clinic and TV monitor content in waiting room.
• In partnership with departments, develop flyers to communicate with patients and potential patients.
• Support patient advisory group to listen to voice of the patient and implement these suggestions into patient facing communication strategies.
• Develop patient education materials considering health literacy levels, cultural relevance and behavior change techniques.
OTHER DUTIES AND RESPONSIBILITIES

- Attend monthly directors, all-staff meetings, staff retreats, and other staff functions. Supports planning meetings from an internal communications perspective.
- Perform other communications tasks as assigned.

EDUCATION AND EXPERIENCE:

- Bachelor’s degree in Marketing, Communications, Public Relations, Advertising, Communications, or related field of study required. Degree, coursework, or certificate in communications, marketing, journalism, writing, social media.
- A minimum of five years’ experience preferably in a healthcare organization and/or in a leadership role. Experience advising executive team and leading change management.
  - Preferred: Bilingual Bicultural in Spanish and English
- This position requires a high degree of sensitivity and understanding of specific barriers that prevent access and engagement by people with different racial or ethnic backgrounds, people who are LGBTQ+, have one or more disabilities or whose first language may be a language other than English.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Experience with brand management and cooperative marketing.
- Excellent change management skills
- Ability to help internal teams understand how their role contributes to the customer experience.
- Strategic planning and ability to track impact of campaigns and pivot based on evaluations. Project management working knowledge is highly preferred.
- Working knowledge of broadcast and social media channels, experience developing content and tracking results.
- Advanced professional level written and verbal communication skills and high level of confidence communicating in both English and Spanish is preferred
- Advanced proofreading skills and attention to detail.
- Strong story telling skills – using elements such as emotion, data, and visual design.
- Excellent relationship management for coordinating information and requests across the organization internally as well as developing and nurturing external partnerships.
- Ability to design processes for collateral requests.
- Ability to set boundaries and manage workload autonomously.
- Design skills are preferred but negotiable
- Problem solving and creativity. Willingness to think outside the box and try something new.
- Familiarity with programs such as In-design, Adobe, Illustrator, and basic video editing.
- Budget, timeline, and project management.
- Comfortable working in a multi-cultural workplace among patients and peers with diverse language, education, cultural and socio-economic backgrounds.
- Basic website skills including ability to update content, links, photos, and videos on organization’s website.
Pay and Benefits: Tepeyac Community Health Center offers a comprehensive compensation package to all full-time employees. Benefits include medical, dental and vision insurance, a flexible spending account, a 401k, disability insurance paid for by Tepeyac, nine paid holidays, approximately four weeks of paid time off each year and over a week of sick time.

The salary range for the Communications Director is $80,000 to $100,000, depending on experience.

As required by Colorado’s CMS Vaccine Mandate, all Tepeyac Community Health Center employees must be fully vaccinated against COVID-19, subject to the requirements of the American with Disabilities Act (42 U.S.C. § 12101 et seq.), Title VII of the Civil Rights Act (42 U.S.C. § 2000e et seq.), the Colorado Anti-Discrimination Act (C.R.S. § 24-34-401 et seq.), and any other relevant federal or State law. As such all persons offered a position will be required to provide valid proof of vaccination prior to starting employment.