



POSITION TITLE: PUBLIC RELATIONS AND COMMUNICATIONS DIRECTOR

POSITION REPORTS TO: VP of Communications and Business Development

LOCATION: Remote

JOB SUMMARY:

The Public Relations and Communications Director is responsible for leading public relations, media relations, internal and external communications, and fundraising communications strategies to elevate the reputation of MHP Salud, to advance business goals and to position the organization as a leader in building healthy communities. The Public Relations and Communications Director will proactively develop strategies, campaigns, and initiatives to support organizational goals on local, state and national levels, and will play an active role in crisis and reputation management.

KEY DUTIES & RESPONSIBILITIES:

Media Relations

- Proactively develops MHP Salud's annual media relations plan to advance organizational goals.
- Actively develops and maintains relationships with key media in local, state, and national markets.
- Actively creates and develops unique storylines and generates media coverage to advance the brand, mission, and goals of MHP Salud.
- Proactively identifies opportunities to position MHP Salud leaders and/or staff as experts in addressing health and societal needs, including through op-eds.
- Serves as a primary point of contact for media inquiries.
- Ensures MHP Salud staff is properly prepared for and comfortable with media interviews.
- Proactively develops and implements communications strategies to extend the life of media placements internally and externally.
- Actively tracks industry and societal news and trends to support media relations goals.
- Actively monitors, tracks and shares MHP Salud media coverage.

Public Relations

- Develops and implements comprehensive public relations plans and strategies to advance organizational and programmatic goals and initiatives.
- Develops relationships with key influencers that have potential to advance MHP Salud's goals.
- Identifies and pursues community engagement and speaking opportunities to position MHP Salud with organizations, businesses and groups that have potential to advance the MHP Salud mission.
- Anticipates potential reputational risks and crises; in partnership with the Vice President of Communications and Business Development, supports crisis communications and reputation management proactive and reactive strategies.
- Effectively manages and elevates the MHP Salud brand.
- Remains current on public relations trends and opportunities.

Advocacy

- Partners with MHP Salud leadership to position the organization as a resource among elected officials.
- Proactively develops position statements related to policy and funding discussions and decisions at local, state, and federal levels.
- Develops and implements advocacy communications strategies and partners with like-minded organizations to further develop these strategies for the CHW profession and other key priorities.

Community Engagement and Fundraising

- Develops and implements donor- and volunteer-focused communications strategies, tactics and messaging.
- Leads mass stewardship strategies.

Internal Communications

- Develops and implements overarching internal communications strategies and change communication plans for the organization.
- Partners with Human Resources to develop and implement internal communications initiatives to support retention goals.

Storytelling

- Proactively seeks and writes impactful stories of MHP Salud clients/participants, staff, board members, volunteers, donors and partners.
- Develops and implements strategic communications plans to share MHP Salud testimonials to advance organizational goals.
- Proactively connects testimonials with appropriate community-level, state-level and/or national data and MHP Salud data.
- Follows trauma-informed storytelling approaches.

Digital Communications

- Develops and leads implementation of MHP Salud's social media strategy to advance organizational goals.
- Manages and maintains the organization's website.

Leadership

- Supervises staff within the communications department, ensuring accountability and high-quality work output.

COMPETENCIES:

Competencies describe the skills, knowledge, and attributes necessary to perform the job, and all staff across the organization should demonstrate these competencies.

- **COMMUNICATION SKILLS** – The ability to express oneself clearly in conversations and interactions with others. The ability to express oneself clearly in business writing.
- **ACCOUNTABILITY** – Accepts responsibility for outcomes (positive or negative) of one’s work; takes ownership for mistakes or missteps and refocuses efforts when necessary; holds self and others accountable for reaching short and long-term goals.
- **DELIVERS RESULTS** – Establishes high goals for organization success and personal accomplishment; meets or exceeds those goals; conveys a sense of urgency and drives issues to closure.
- **PLANNING AND ORGANIZING** – Establishes courses of action for self and others to ensure that work is completed efficiently.
- **STRATEGIC THINKING** – Obtains information and identifies key issues and relationships relevant to achieving a long-range goal or vision. Consistently and effectively plans for long and short term, adjusting plans as needed; achieves key objectives.
- **TEAMWORK AND COLLABORATION** – Participates as a member of a team to move the team toward the completion of goals; maintains strong, personal connections with team members and key stakeholders; aligns personal work and performance with the broader team to achieve mutual outcomes.
- **ATTENTION TO DETAIL** – Accomplishes tasks by considering all areas involved, no matter how small; shows concern for all aspects of the job; accurately checks processes and tasks; is watchful over a period of time.

COMPANY VALUES:

- **COLLABORATION** – We foster open and honest communication with our team and partners to advance the mission and strengthen our relationships.
- **RESPECT** – Our organization is strengthened by our shared commitment to each other, the communities we serve, and our thoughtful consideration of differing experiences and perspectives.
- **GROWTH** – We embrace our people’s unique talents and strengths, creating opportunities for them to explore their passions to be their best and grow authentically.

MINIMUM QUALIFICATIONS:

- Bachelor’s degree in public relations, communications, journalism, or related field
- At least 8 years of communications and public relations experience
- At least 5 years of proven media relations experience
- At least 2 years of internal communications experience
- At least 1 year of crisis communications experience
- Must pass a background screen, including local, state, and federal law check, employment reference check, DMV check, and criminal records check.

PREFERRED QUALIFICATIONS:

- Accredited in Public Relations (APR) or Certified Public Relations Counselor (CPRC).
- Experience in writing for fundraising campaigns and initiatives.
- Experience in advocacy communications.
- Supervisory experience.
- Bilingual proficiency in Spanish.

SKILLS/KNOWLEDGE/ABILITIES:

- Excellent written and verbal communication skills.
- Excellent storytelling skills, with proven experience.
- Experience with Canva.
- Experience with integrated communications.
- Experience with content management systems.
- Experience working with a CRM, with a preference for Salesforce.
- Experience with Cision and/or other media databases.
- Deep understanding of the media landscape and proven experience establishing strong relationships with reporters.
- Experience managing long-term communications and public relations campaigns and projects.
- Experience utilizing equipment (such as phone, laptop, tablet) to complete required job functions.
- Demonstrated ability to problem solve.
- Demonstrated ability to work with cross-functional teams and establish strong relationships internally and externally.
- Ability to work independently and proactively fulfill responsibilities, develop and implement ideas to further advance the mission and goals within the department.
- Familiarity or ability to become familiar with primary health care delivery systems, minority health, health education program development, program implementation, and evaluation.
- Ability to manage multiple tasks, prioritize effectively to meet deadlines, and maintain attention to detail and accuracy.
- Ability to develop content under a unified organizational tone, look, and message.
- Reliable transportation, valid driver's license, and insurance required on a vehicle used for work purposes (employee must be listed on insurance).

JOB CLASS: Specialized Technical

POSITION STATUS: Exempt

PHYSICAL DEMANDS:

While performing the duties of the Director of Public Relations and Communications role, the employee is regularly required to speak and listen. The employee is frequently required to sit, walk, and stand; occasional climbing, stooping, kneeling, crouching, and balancing are required. Must be able to lift and

move up to 50 pounds occasionally and 10 pounds frequently. Frequent use of eye, hand, and finger coordination enables the use of office machinery. Oral and auditory capacity enables interpersonal communication and communication through automated devices such as phones and computers.

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

Duties and responsibilities may be added, removed, or changed at any time at the company's discretion, formally or informally, either verbally or in writing.

I have read and understand this job description and certify that I am qualified to perform this job, with or without reasonable accommodation.

Name (Print)

Employee Signature and Date

Supervisor's Name (Print)

Supervisor's Signature and Date